

# The National Underwriter

## LIFE INSURANCE EDITION

FRIDAY, JULY 15, 1927



## Peoria Life Insurance Company

Peoria, Illinois

### *Sentiment in Business*

**T**O anyone inclined to pooh-pooh the power of sentiment in business, the recent celebration of President's Month in May by the agents of the Peoria Life must serve as a convincing demonstration.

The month of May was the eleventh annual observance by Peoria Life agents in honor of their popular president, Emmet C. May. On a quota of five million dollars, Mr. May's enthusiastic friends produced a total of \$7,573,431. Even the employees at the Home Office turned to and produced 154 applications for nearly \$200,000.

May is the one month in the year when Peoria Life agents work with the distinctly sentimental motive of expressing regard and affection for a friend. It is interesting that May is invariably and by far the largest month in the Company's calendar.

President's Month is an index of the character of the Peoria Life organization: a friendly management in intimate touch with the needs of its agents, and intent always on serving them thoroughly and well; an Agency Force loyal, keen, enthusiastic, from whom you expect, once you know them, such successful performance as they displayed in President's Month.



## Horse Racing

The life underwriter probably cannot pick the Derby winner. If he does it's just a good guess.

But when he picks the International Life Insurance Company for his connection he has picked a winner—

There's no guesswork to it.

The International Life furnishes a complete line of policy contracts which combined with Home Office aid and cooperation makes every International Life man a winner.

*"A Company  
willing to Pay  
the Price Required  
to Give Service"*

## International Life Insurance Co.

St. Louis, Missouri

W. K. WHITFIELD, President      DAVID W. HILL, 1st Vice-President  
W. F. GRANTGES, Vice-Pres. and Gen'l Mgr. Agents

**SOUTHLAND LIFE INSURANCE COMPANY**

HOME OFFICE . . . . DALLAS, TEXAS

**HARRY L. SEAY, President**  
**Over \$115,000,000 Insurance in Force**

Some very desirable territory still open in its home state—TEXAS.  
Exceptional Opportunity for the right man in Tennessee, Minnesota, Indiana  
and Oklahoma.  
The Southland's agents receive wholehearted Home Office cooperation.  
For Information Address  
**CLARENCE E. LINZ, Vice Pres. and Treas.**  
DALLAS, TEXAS

## A TOWER OF STRENGTH

**Insurance in Force**  
**\$1,250,000,000**

ASSETS .....	\$345,000,000
SURPLUS AND CONTINGENCY FUNDS .....	45,000,000
TOTAL LIABILITIES .....	300,000,000
(Including Paid-up Capital)	

Interest on Policy proceeds, profits, etc.,  
left with the Company  
5½%

Total investments in United States securities  
exceed \$125,000,000

**"Prosperous and Progressive"**

**SUN LIFE**  
**ASSURANCE COMPANY**  
of CANADA

# MEN OF VISION—

## CHOOSE OUR COMPANY, BECAUSE—

It is old enough to justify confidence.  
 It has had enough successful business experience to guarantee future success.  
 It has the necessary equipment for the salesman.  
 It issues a complete line of up to date policy contracts, both participating and non-participating, with Double Indemnity and Disability Benefits.  
 It has an educational program for the agent that will materially aid in promoting success.  
 It will give you Home Office cooperation that is worth while.  
 The agency management is under men who have had actual experience in the field.

*If you feel that you are qualified and there is a reason for you to be interested, write*

A. B. OLSON, Manager of Agencies

## BANKERS LIFE INSURANCE COMPANY OF NEBRASKA

LINCOLN

NEBRASKA

# To

protect Western business ventures—  
 aid in buying homes in the Middle West—  
 provide an income for the aged and the widow—  
 educate Western children—  
 secure for yourself a real Opportunity for Service, Profit and a Future

**R**epresent the KANSAS LIFE Insurance Company. Kansas Life agents co-operating with this company are successfully showing Western citizens the wisdom of Life Insurance as an investment.

If you reside in Kansas, Nebraska, South Dakota, Arkansas, Oklahoma or Texas and are at present unattached, we have an agency contract that will be of interest to you. Write us fully about your qualifications.

*The*  
**KANSAS LIFE**  
 Insurance Company  
 of TOPEKA  
 KANSAS

## Phillips Brooks said--

"He who helps a child, helps humanity with an immediateness which no other help given to human creature in any other stage of human life can possibly give again."

Is there a way in which we can help a child more than by making his education possible or providing the funds to give him the proper start in life when he must shift for himself?

Mutual Trust's complete line of Juvenile policies makes it possible for its agents to help make the "kiddies" of today, the leaders of tomorrow.

Carl A. Peterson, Vice-President  
 A. E. Wilder, Director of Agencies

## Mutual Trust LIFE INSURANCE COMPANY



EDWIN A. OLSON, President  
 77 West Washington Street  
 CHICAGO, ILLINOIS



*"As Faithful as OLD FAITHFUL"*



## How do you play Insurance?

EVERY now and then, we hear some "man on the street" remark that he is "in the life insurance game now."

WHICH probably means that he doesn't know whether he is going to win or lose, but he is willing to pick up a rate book and give it a whirl.

AND it surely is a *game* if all you have is a rate book.

BUT add to it a generous quantity of Ætna sales helps and Whatley coöperation and you have a life insurance *business*—a good business.

ANY one of our men will tell you that the *business* idea has much greater endurance and is a lot more enjoyable than a short-winded *frolic*.

S. T. WHATLEY

General Agent for the  
Ætna Life Insurance Company  
Hartford Connecticut



230 S. Clark St.

Chicago, Ill.

## GROWTH

*A matter of natural development.*

*Our Growth has been persistent.*

*Our root extends down—not out.*

When certain laudable results are obtained in any line of business, there must be a reason for them.

You ask what is the reason for our success? It is the result of persistent effort—PLUS. If you, Mr. Agent, are interested enough to wish to know what the word "PLUS" implies in this connection, write me and I'll tell you.

A. E. JOHNSON, AGENCY MANAGER

CHICAGO NATIONAL  
LIFE INSURANCE CO.

202 South State Street  
Chicago, Ill.

## Connecticut General News Hartford, Conn.

### Too Old for Life Insurance Just Right for Annuities

Every life salesman knows people who are too old for life insurance or without need for it.

These same circumstances make them excellent prospects for annuities.

Annuities offer them safety, large return, and complete freedom from responsibility.

If life insurance is not for them, annuities certainly are. They are buying them more freely than ever before. For descriptive booklet giving our attractive rates, address Connecticut General Life Insurance Company, Hartford, Conn.



## Are YOU The MAN we WANT?

The

Company

of

Co-operation

There are several splendid opportunities for insurance producers who wish to align themselves with a Company known for its CO-OPERATION in Iowa, Minnesota, Missouri, Nebraska and South Dakota.

**Interested?**  
**Write for openings!**

**Des Moines Life  
& Annuity Company**

J. J. Shambaugh, President  
**DES MOINES, IOWA**



# **THEY OUGHT TO KNOW!**

## **PERHAPS THEY'D LIKE TO KNOW!**

*The average man or woman knows little of the details of the various life insurance policy forms*

The wise insurance salesman realizes this and has prepared himself thoroughly to provide this knowledge to prospective policyholders.

The producing salesman knows that virtually every man and woman recognizes the value of adequate protection. Therefore he seeks to help them in its proper selection.

*Through its Ordinary Agencies in all the larger centers of population, the Prudential offers to special agents and brokers an unsurpassed service on all forms of life protection.*



**The Prudential**  
Insurance Company of America

EDWARD D. DUFFIELD, President

Home Office - Newark, New Jersey

# **DAY-O-GRAM**

## **Darby A. Day and Co-operation**

**AN OPPORTUNITY TO SHARE IN THE BUILDING  
AND IN THE PROFITS OF THE WORLD'S  
GREATEST LIFE INSURANCE AGENCY**

### **OUR PLAN**

Management of the Agency to be in the hands of a Board of Directors consisting of eight agents and the executive management of the Agency.

A general manager, assistant managers, statistician, librarian and several instructors of agents.

A cooperative basis of profit-sharing in which the Agency Force will participate in 40% of the profits of the Agency.

The first opportunity ever offered for an Agency Force to share in General Agency profits.

### **OUR PLANT**

Entire 23rd floor of the new Bankers Building, corner of Clark and Adams Streets.

17,000 square feet.

40 private rooms for agents.

A reception hall.

A library in which every insurance publication in the United States will be available, including statistical tables and reference books.

A clerical department with space for 75 clerks.

Retiring rooms.

Private rooms for five assistant managers.

A brokerage department consisting of a manager's office and telephone battery.

A medical department of three examiners' rooms and laboratory.

An auditorium seating 215, equipped with stage, blackboards, projection room and dressing rooms.

In short, the largest and most ambitious plans ever promulgated for the building and development of men in the Life Insurance Business.

We are looking for high-class, capable men who can fit into this kind of an organization.

If you are looking for the biggest opportunity ever offered in the life insurance field, come in and see us or communicate with:

**Darby A. Day**

Manager

Illinois Merchants Bank Bldg.

Central 6460

CHICAGO

**The Union Central Life Insurance Co.**  
Cincinnati, Ohio

## ONE HUNDRED MILLION Insurance in Force

### THE COLUMBUS MUTUAL

expects to reach this goal of all young companies early in August.

The Company has operated under the original officers almost without change for nineteen years. All business on our books has been placed there DIRECT BY OUR OWN AGENTS. No consolidations have been made with other companies. No pools have been entered into. NO RE-INSURANCE has been accepted.

*The Company, the Agency Contract, the Agency Service, the Policy Contracts and the cost of Insurance are EXCEPTIONAL.*

If you are seeking a connection and desire to work under ideal conditions come with us and help place the Second Hundred Million on our books.

## The Columbus Mutual Life Insurance Company

580 E. Broad Street, Columbus, Ohio

C. W. Brandon, President

D. E. Ball, Vice-President and Sec'y.

## Consider this Contract

You can read in it satisfaction for your policyholders, and for yourself the assurance of a contented clientele. Look over and compare these terms:

Any natural death .....\$ 5,000  
Any accidental death ..... 10,000  
Certain accidental deaths..... 15,000  
Accident benefits .....\$50 per WEEK

(Non-cancellable)

Also Disability Income, Waiver  
of Premiums, etc.

### ALL IN ONE POLICY

Because your prospect quickly sees its advantages, we have named this broad United Life contract "A Policy You Can Sell." In assuring your clientele's future, it also assures yours.

There may be an opportunity in your community. If so, our Vice President, Eugene E. Reed, will tell you all about it. Write him direct—and directly.

## UNITED LIFE AND ACCIDENT INSURANCE COMPANY

Concord

New Hampshire

*Inquire!*

## You'll Like Our Service!

### AGENTS

Direct leads—livest and most helpful general agency in Chicago—is how one of our agents has characterized us.

*Good Men are  
Always Wanted*

### TWO SUPERVISORS

To Work With  
AGENTS AND  
BROKERS

*No Division of Commissions*

### WILLIAM M. HOUZE

Room 1946-2948, The Straus Bldg.  
S. W. cor. Michigan Ave. and Jackson Blvd.  
Telephones Harrison 1434-0402

Chicago, Illinois  
General Agent of

*John Hancock*  
LIFE INSURANCE COMPANY  
OF BOSTON, MASSACHUSETTS

### BROKERS

We offer you the  
fullest cooperation.  
We sincerely be-  
lieve we can serve  
you to advantage.

## We Are Celebrating Our Twenty-First Anniversary in Annual Convention Edgewater Beach Hotel, Chicago July 28, 29, 30

Many of the General Agents and agents in attendance at this Convention have been with the Company from its beginning. A splendid record for both agents and Company.

Truly "Its Performances Exceed its Promises."

If interested in a General Agent's Contract in Illinois, Indiana, Michigan, Maryland, New Jersey, Pennsylvania, Virginia, West Virginia, write

## THE MIDLAND MUTUAL LIFE INSURANCE CO.

COLUMBUS, OHIO

We have openings in Ala., Ark., Del., D. C., Fla., Ga., Ill., Ia., Kans., Md., Mich., Minn., N. M., N. C., Okla., S. D., W. Va. and Wyo.

**Our Agents Have  
A Wider Field—  
An Increased Opportunity**

Because we have

Age Limits from 0 to 60.  
Policies for substantial amounts (up to \$5,000) for Children on variety of Life and Endowment plans, thus enabling parents to buy all of the Family's insurance on the Ordinary, i. e. Annual, Semi-annual or quarterly premium plan.  
Participating and Non-Participating Policies.  
Same Rates for Males and Females.  
Double Indemnity and Total and Permanent Disability features for Males and Females alike.  
Standard and Substandard Risk Contracts, i. e. less work for nothing.

**THE OLD COLONY LIFE INSURANCE  
COMPANY of CHICAGO**

B. R. NUESKE, President

**You Who Seek Opportunity**

Opportunity exists always for those who seek success and satisfaction in life insurance field work.

During 84 years the first American legal reserve mutual life insurance company has been served and built to greatness by men who found both success and satisfaction in so doing.

This company writes all standard forms of insurance and annuities on both men and women. Age limits 10 to 70.

*Those who contemplate life insurance field work are invited to apply to*

**The Mutual Life Insurance Co.  
of New York**

34 NASSAU STREET

NEW YORK, N. Y.

**YOUR OPPORTUNITY**

**District Managers—General Agents**

**Splendid Inducements**

We've had Twenty Years consistent growth and are now ready for a Broader Expansion Program.

Home Office Cooperation—Up-to-date Policies.

Operating in Iowa — Minnesota — So. Dakota — Nebraska.

Write us in confidence to see if our desires and Qualifications are Mutual.

A Clean Record — Ability — and a willingness to work hard are the most essential Qualifications.

Address B-23, c/o

THE NATIONAL UNDERWRITER.

**The Life Insurance Company of Virginia**

Incorporated 1871

Richmond, Virginia

Admitted Assets, Over Fifty-One Million Dollars

Insurance in Force, Over Three Hundred Million Dollars

Payments to Policyholders in 1926, Over Three and One-Half Million Dollars

Total Payments to Policyholders Since Organization, Over Forty-Three Million Dollars

JOHN G. WALKER  
Chairman of the Board

BRADFORD H. WALKER  
President

**The A & H Review**

A monthly magazine for health and accident salesmen. \$2 a year.

**WM. PENN**

recognized the great value of good-will, giving tokens of friendship and esteem as a means of establishing confidence and creating interest among the tribes which he visited. Naturally, when he made return visits he was enthusiastically received.

Invitations to call are a rarity in the work of the average life insurance salesman—they are a common occurrence in the career of American Central representatives who utilize the Agents' Service Bureau.

Profitable interviews are not merely the result of an appealing personal letter which treats of the prospect's insurance problems in a friendly and helpful way.

— O O —

PULLING POWER is multiplied by something even more unique and attractive—the offer to the prospect of a useful reminder of a business opportunity he should not overlook. And it is the fieldman himself who is invited to call, deliver the token, and explain the proposal!





## INDEPENDENCE FOR DEPENDENTS



### *All Liberty-Loving Americans*

feel a thrill when they recall the signing of the Declaration of Independence. This epoch-making document has been the forerunner of political independence for hundreds of millions of people. Unfortunately, it did not and could not provide economic independence for dependents.

But to the people of America is now offered an opportunity to sign an economic and financial Declaration of Independence,—for themselves and for those they hold most dear. Modern Life Insurance makes it possible for a man to attain independence for himself if he lives, and for his dependents if his life is cut short. And it is of particular significance that in the World's greatest Democracy, where Liberty and Independence stand pre-eminent, Life Insurance, which gives economic and financial independence, has shown its greatest advance. In the United States of America there is more Life Insurance in force than in all other countries of the world combined. To the extent that Life Insurance banishes almshouses, orphanages, homes for the aged, and prevents crime, indigence and pauperism, it is truly aiding in making us a Nation of Freemen. May it not therefore be claimed that the extension of the Life Insurance principle has assisted in furthering individual and national independence?

### *The Equitable Life Assurance Society of the United States*

W. A. DAY, President

393 SEVENTH AVENUE



NEW YORK, N. Y.

# The National Underwriter

## LIFE INSURANCE EDITION

Thirty-first Year, No. 28

CHICAGO, CINCINNATI AND NEW YORK, FRIDAY, JULY 15, 1927

\$3.00 Per Year, 15 Cents a Copy

### RELiance LIFE ELECTS A. E. BRAUN PRESIDENT

Former Vice-President Chosen by Board to Succeed Late James Hay Reed

#### IN COMPANY SINCE 1903

George L. Craig, Director, Is Made Member of Finance Committee—  
A. W. Robertson Director

PITTSBURGH, July 13.—At a meeting of the board of directors of the Reliance Life of Pittsburgh held July 12, Arthur E. Braun was elected president. Mr. Braun, formerly vice-president, fills the vacancy caused by the death of Judge James Hay Reed, former president. He was closely associated with the organizers of the company and has been in close touch with its development since 1903. Mr. Braun is the second man to hold the office of president. Judge Reed occupied it from the company's beginning.

#### Interests Varied

Mr. Braun is president of the Farmers Deposit National Bank of Pittsburgh, is a member of the executive committee of the Pittsburgh Clearing House Association and a director of the Pittsburgh branch of the Federal Reserve Bank of Cleveland. His interests are varied. He has connections with many other institutions of local and national prominence. He is vice-president and director of the American Window Glass Company and the American Window Glass Machine Company, director of the Pittsburgh Spring & Steel Company, president of the Post Publishing Company and the Sun Publishing Company, director of the Pressed Steel Car Company, Radio Corporation of America, Sharon Steel Hoop Company and the chamber of commerce of Pittsburgh.

The new Reliance Life president is identified with charitable and educational institutions. He is president of the board of trustees of the Pennsylvania College for Women, a trustee of the University of Pittsburgh and of the Western Pennsylvania Hospital, and vice-president of the Pittsburgh Skin & Cancer Foundation, of which Judge Reed was president and founder.

George L. Craig, a director of the Reliance Life, was elected to the finance committee and A. W. Robertson, head of the Public Utilities Corporation of Pittsburgh, was named to fill the vacancy on the board caused by the death of Judge Reed.

#### Joins American Life Convention

The Federal Union Life of Cincinnati has joined the American Life Convention. It is the fourth company to join the American Life Convention in recent weeks. The others were the Gem City Life, Dayton, O.; Southern States Life, Atlanta, and the Columbian Mutual Life of Memphis.

### O. J. ARNOLD MENTIONED FOR THE PRESIDENCY

#### HELD AS LOGICAL CANDIDATE

Leaders in the American Life Convention Regard Him as Well Adapted for Leadership

The leaders in the American Life Convention are predicting that O. J. Arnold, president of the Northwestern National Life of Minneapolis, will be the most formidable candidate for president of the convention at the annual meeting to be held at Dallas in October. Mr. Arnold is regarded by many of the executives as the most logical man for



O. J. ARNOLD

Prominently Mentioned for the Presidency of the American Life Convention

the presidency to succeed Herbert M. Woolen of the American Central Life. Mr. Arnold has been seasoned in the work of the executive committee, he having been elected to that office at the Louisville meeting two years ago.

#### Has Been Valuable Worker

He has contributed much to the valuable work of the American Life Convention. He made himself felt on the committee that collected data regarding total and permanent disability insurance and later was one of the main factors in getting data as to lapses. In fact, Mr. Arnold loomed up on this committee as a constructive force. He has been particularly interested in the conservation of business and when secretary of the Illinois Life worked out a system of prizes to develop interest in holding business. Since becoming president of the Northwestern National Life he has carried still further the program for business conservation. Mr. Arnold until he assumed the presidency of the Northwestern National Life had given his attention largely to actuarial work and the technique of the business. However, in Illinois he was one of the chief factors in looking after insurance legislation.

Mr. Arnold is the logical man for the place, according to many of the execu-

### FOUR BILLION INSURANCE IN FORCE IN TRAVELERS

#### FIFTH TO PASS THAT MARK

Took Company Two Years and Seven Days to Add Last Billion—54 Years for First Billion

HARTFORD, July 13.—The Travelers this week announced the attainment of \$4,000,000,000 of life insurance in force on a paid basis. The last billion was added in just two years and seven working days after the company reached the three billion mark. The Travelers was engaged in the life insurance business 54 years before it reached its first billion of life insurance in force, three more years before it reached its second billion, and two and a half years before it reached its third billion.

The Travelers is the fifth company among the 275 legal reserve institutions in the United States to pass the four billion mark.

tives, because he is one of the hold-over members of the executive committee. Last year, H. B. Arnold of the Midland Mutual who had served as president, according to precedent, was elected a member of the executive committee. Two other members were elected for the full term, they being Charles W. Gold of the Jefferson Standard and Clarence L. Ayres of the American Life of Detroit. C. B. Robbins of the Cedar Rapids Life was chosen to fill the unexpired term of one year. These three men are excellent presidential material and doubtless will loom up prominently in the future.

#### Has Given Notable Service

Mr. Arnold served on the special committee of the American Life Convention that took up the question of valuation working with a similar committee from the Life Presidents Association in 1919, which recommended the Illinois standard. Mr. Arnold read a paper before the American Life Convention in 1921 on "Practices as to Notifying Applicants for Life Insurance of Rejection and Postponement."

It is understood that President John J. Cadigan of the New World Life, at the request of many officials, will be a candidate for a member of the executive committee.

#### Western Life Decamps

The Western Life of Chicago, an assessment concern that was located in the London Guarantee & Accident building, has moved to Gary, Ind., although it did not get permission from the Illinois department. The Western Life took over the Western Life Indemnity, which in its time had absorbed 50 or 60 moribund and decadent fraternal and assessment enterprises. The Western Life Indemnity was examined by the Illinois department in 1925 and the examiners are again going over the figures. Just what the object is in moving to Gary could not be learned. It closed its office in the London Guarantee & Accident building and no one about the place seemed to know what had become of the concern.

### FORMULATE PLANS FOR NATIONAL CONVENTION

Committee Announces Some Details of Program for Memphis Meeting

#### WORK NEARLY COMPLETED

Visitors Attending Big Gathering Are Assured Fine Entertainment as Well as Profitable Discussions

BOSTON, July 14.—The program committee, of which Paul F. Clark of Boston is chairman, has nearly completed its work in connection with the preparation of the program for the annual convention of the National Association of Life Underwriters to be held in Memphis, Oct. 11-14, and is able at this time to make tentative announcement of a number of the important features. The general theme of the convention is an all-inclusive one: "Completing Life's Plan Through Life Insurance."

#### Notable Entertainment Features

The convention starts Tuesday morning, Oct. 11, with a meeting of the trustees at 9.30 a. m., to be followed in the afternoon by a meeting of the executive committee from 2 until 5 o'clock. Another meeting of the executive committee will be held Wednesday morning. Tuesday evening the big reception will be held, under the auspices of the Memphis association. Following the reception there will be a real southern ball. Another big entertainment feature will be held Thursday evening in the form of a barbecue at which the famous Mississippi darkey singers will entertain with "spirituals." This will be a real treat for the northern visitors and is sure to bring out a large attendance.

#### Present New Manager

The formal opening of the convention will occur Wednesday morning. Roger B. Hull, the new manager of the National association, will be formally presented to the delegates at this time. The key address will be made by Hugh D. Hart, vice-president of the Penn Mutual Life of Philadelphia. Two company officials, whose names are to be announced later, will speak on the "American Agency System." Edward A. Woods of Pittsburgh will speak on the College of Life Underwriters. Mr. Woods is the president of this institution.

#### Session in Two Parts

The Thursday session will be in two parts: The better known forms of family protection, and the advanced phases, such as business insurance, life insurance trusts, inheritance tax insurance, etc. The speakers Thursday will be Frank M. See, general agent of the Union Central in St. Louis, and Tresler Callahan, head of the educational de-

(CONTINUED ON PAGE 10)



## VICTORY LIFE AGENCY PROGRAM ANNOUNCED

### DARBY A. DAY WILL SPEAK

Chicago Company Has Arranged the Talks for Its Annual Convention at Home Office

The Victory Life of Chicago, the well known company owned and managed by Negroes, has announced its program for its agency convention to be held in Chicago July 26-30. One of the big features of the meeting will be an address on the morning of the second day by Darby A. Day, Chicago manager of the Union Central Life. Dr. M. O. Bousfield, president of the Liberty Life of Chicago, another legal reserve company owned and managed by Negroes in the city, will speak at the morning session on Thursday. The program is as follows:

#### Tuesday, July 26

Chairman, J. E. Stamps, Manager of Agencies.  
Invocation—Rev. J. H. Branham.  
Music—Victory Life Quartette.  
Greetings—President Anthony Overton.  
Responses—J. P. Bond, Supervisor of Eastern Division, Washington, D. C.; J. E. Hubbard, General Agent, Cleveland; J. A. Howard, General Agent, Chicago.

#### Afternoon Session

Chairman, G. R. Whitney, General Agent, Chicago.  
Why 1927 Will Be My Biggest Year in Life Insurance, W. H. Holloway, General Agent, New Jersey.

Why I Am in the Life Insurance Business, D. N. Yearwood, Agent, New York City.

We Know You by Your Records, V. D. Johnston, Secretary.

Cooperating With the Medical Department, Drs. I. M. Henderson and Geo. C. Ellis, Assistant Medical Directors.

8:30 p. m., Reception to Agents, Stockholders, Officials and Home Office Force.

#### Wednesday Morning

Chairman, Lemuel L. Foster, General Agent, New York City.

Looking for People Who Can and Will Buy Life Insurance, J. H. Love, General Agent, St. Louis; J. R. Butler, District Agent, Baltimore.

Address—Life Insurance as a Profession, Darby Day, Chicago Manager Union Central Life.

#### Afternoon Session

Chairman, J. P. Bond, Supervisor of Eastern Division, Washington, D. C.

Controlling the Interview and Presenting a Definite Program for My Clients, C. P. Jackson, District Agent, St. Louis.

Discussion of Subject Opened by E. E. Weaver, District Agent, Baltimore.  
Closing—When to Close, How to Close and the Method I Find Most Effective, Mrs. J. A. Howard, District Agent, Chicago.

Discussion of Subject Opened by C. C. Gales, Agent at New York.

Relation of the Home Office to the Field Force, Chas. A. Shaw, Assistant to President.

7:30—Theater Party.

#### Thursday Morning

Chairman, H. C. Brown, General Agent, Baltimore.

Human Life Values, J. E. Stamps, Manager of Agencies.

Keeping the Business on the Books, Service to Policyholders, H. E. Harris, Director of Conservation, New York.

Discussion of Subject Opened by Mason Smith, General Agent, Waco, Texas.

Address—The Business of Life Insurance, Dr. M. O. Bousfield, President Liberty Life.

#### Afternoon Session

Chairman, C. G. Valentine, General Agent, Columbus, O.

Legal Problems Involved in Life Insurance, Richard Hill, Jr., General Counsel and Treasurer.

Personal Efficiency and Planning, Including the Library Display and Showing Kind of Records the Best Salesmen Keep, Lemuel L. Foster, General Agent, New York.

Discussion of Subject Opened by J. E. Hubbard, General Agent, Cleveland.

Reading and Studying Insurance Periodicals; Review of Recent Insurance Publications. Round Table Discussion

## MICHIGAN AGENTS WERE BROUGHT TO CHICAGO

### GIVEN DAY'S ENTERTAINMENT

National Life, U. S. A. Officials Were Hosts to the Leading Producers in Pleasurable Trip

The National Life, U. S. A., had its Michigan agency leaders in Chicago Friday of last week. They came over from South Haven on the boat over a stormy sea Thursday night, spent the day in Chicago and returned by water Friday night. The agents visited the home office Friday morning. At noon they were given a luncheon, Vice-President Walter E. Webb presiding. At the luncheon the speakers were Wiley B. Allen of Flint, Mich., agency supervisor; Superintendent of Agents L. T. Hands; Vice-President J. J. Mooney; President Robert D. Lay; Roy W. Anger, manager at Detroit; Harry W. Truesdell, manager at Grand Rapids, and C. M. Cartwright of THE NATIONAL UNDERWRITER. In the afternoon the agents and their wives were taken on an automobile ride along the lake shore.

Speakers at the banquet for the agents were Robert D. Lay, president; Walter E. Webb, vice-president; J. J. Mooney, vice-president and medical director; L. T. Hands, superintendent of agencies; and the following field men: J. W. Allen, R. W. Anger, S. S. Evans, C. W. Mullen, J. D. Gaynor, F. A. Hadley, M. A. Blaess, William F. Holland, L. A. Nolan, A. M. Roche, H. M. Truesdell, B. A. Whipple and I. A. Wilbur.

by Agents, General Agents and Representatives of Publishing Houses.

#### Friday, July 29

Chairman, J. A. Howard, General Agent, Chicago.

Protecting the Mortgage With Life Insurance, H. C. Brown, General Agent, Baltimore.

When and How to Sell Educational Policies, J. L. Thomas, General Agent, Bryan, Texas.

The Meaning of Income Insurance, H. W. Brown, General Agent, Chicago.

The Company's Policies and Their Provisions, J. Garland Wood, Auditor.

Personal Production and How to Increase It, J. P. Bond, Supervisor of Eastern Division, Washington, D. C.

Fundamentals in Business Building, President Anthony Overton.

#### Saturday, July 30

Managers' Meeting.

Chairman, J. E. Hubbard.

Problems of Agency Building:

Finding the New Agent, C. G. Valentine.

Training the New Agent, J. P. Bond.

Stimulating an Organization, G. R. Whitney.

Maintaining an Agency's Morale, H. C. Brown.

The General Agent's Job—A Summary, J. E. Stamps.

### Bankers Life Levies Assessment

The Bankers Life of Iowa has levied a call of 55 percent on the guarantee deposits, in addition to the regular semi-annual contingent fund charge, on assessment certificates to meet estimated death claims for the ensuing quarter. Under the terms of the assessment certificates the company is obliged to levy calls from quarter to quarter of sufficient amount to meet the actual needs for death loss purposes in connection with the certificates. Just before the beginning of the quarter the company makes an estimate of the amount that will be needed for the ensuing quarter and levies the call for the quarter in advance. Death losses actually experienced in the quarter ending June 30 exhausted funds collected from the previous call, and the company estimated that it would be necessary to levy the 55 percent assessment on guarantee deposits besides the regular semi-annual contingent fund charge.

## AGENTS' ASSOCIATION IN DEFENSE OF PUBLICATION

### ARGUE BOOK IS IMPARTIAL

Criticism of "Life Insurance Simply Explained" Evokes Reply from Chairman of Endorsing Committee

The criticism by W. Caswell Ellis, vice-president and agency manager of the Southeastern Life of Greenville, S. C., of the book recently issued, sponsored by the National Association of Life Underwriters, has evoked a defense from that organization. Mr. Ellis' criticism was published in last week's issue of THE NATIONAL UNDERWRITER. Ernest J. Clark, chairman of the publications committee of the National association, offers a defense of this book and the association's publishing business as follows:

#### Charges Unfair Attitude

"We believe in freedom of speech, and as the author of this book has said only what he believes to be truth, the writer of this letter has a perfect right to say what he thinks. But it is unfortunate that he has misinterpreted some of the statements made, and tries to make the author responsible for opinions which are neither stated nor implied. He knows perhaps that the author is identified with a large company whose business is conducted on the participating plan, and apparently he has studied the book to see if he can find any statements in it unfavorable to small companies transacting business on the non-participating plan.

"For example, the author in describing a company whose assets are invested in ways that are beneficial to the public says, 'for a reason which will be apparent as we proceed let us select a large company.' The only thought here was to show that a large company has a large accumulation of funds for this purpose. There is no recommendation of a large company as distinguished from a smaller company.

#### Interpretations Differ

"Again, he criticizes the statement in reference to the non-participating company that 'if the premiums prove inadequate the deficiency must be made good by drawing on the capital stock.' This is not a criticism of the non-participating company. It simply points out the advantage of capital to such an organization. The premiums of a participating company are heavily loaded and that heavy loading was of extraordinary value some years ago when the influenza-pneumonia epidemic swept over this country. The non-participating companies claim that their policyholders enjoy an advantage because their premiums are less heavily loaded, and the author has frequently expressed the opinion that the advantage of a large capital stock for such an organization is desirable because of the strength it gives to the organization and the feeling of absolute security which it gives to the policyholders.

"In the book referred to and in all the books by this author for general circulation he has taken particular pains to avoid the endorsement of large companies as distinguished from small companies, or participating companies as distinguished from non-participating companies, and this has been his aim in the book under consideration.

#### Claim Impartiality in Endorsements

"It has always been the purpose of the publications committee of the National Association of Life Underwriters to endorse only those publications that are free from controversial questions and which are entirely impartial so far as companies, their methods or forms of insurance issued, are concerned. It is, however, practically impossible to either publish or endorse any book without one or more of our 18,000 members taking exception to some sentence or

## ST. LOUIS COMPANY IS TO WRITE ORDINARY

### QUICK PAYMENT LIFE MOVE

Has Force of 200 Full-Time Industrial Agents Who Have Demonstrated Their Ability

ST. LOUIS, July 14.—The Quick Payment Life with head office in the Times building here is establishing itself under the stipulated premium law qualifying with \$25,000 capital. It has upward of \$75,000 surplus. The company has been operating under the industrial law writing only industrial and monthly payment business. Now it will branch out into the ordinary field. It is licensed only in Missouri.

President M. Guy Mullen, the main factor in the company, has built up an organization of 200 full-time agents. There is about \$17,000,000 industrial business in force. Mr. Mullen will turn this organization loose on ordinary and he believes the men will give a good account of themselves.

paragraph, either through misunderstanding of the author's intent, or because of a different point of view."

#### ADMIT CRITICISMS WERE JUSTIFIED

Everett M. Ensign, executive secretary of the National association, in a communication to Mr. Ellis regarding his criticism of the book, states: "In all future editions of the book the sections which you consider objectionable will be so revised that it will be really difficult to find future ground for criticism." In commenting upon this statement, Mr. Ellis says: "This acknowledgment that grounds for criticism now exist and revision is considered necessary will be of interest to company officials and field men throughout the United States, from whom an overwhelming avalanche of letters has been received heartily endorsing the criticisms."

## AMERICAN CENTRAL FIELD CLUB IN ANNUAL MEETING

The Field Club of the American Central Life held its annual meeting at the Broadmoor Hotel, Colorado Springs, July 11-15. This club has been in existence since 1910. Representatives from the home office at Indianapolis were Herbert M. Woollen, president of the American Life Convention and of the company; Arthur F. Lungren, agency director; Dr. Albert Seaton, medical director; Harry C. Byers, registrar and Field Club secretary; Alfred V. Gustafson and Martin W. Lammers, field superintendents.

The American Central Field Club is composed of the company's leading representatives from the standpoint of paid-for new insurance and second premium renewals. Officers of the club are: W. E. Mullins, president; F. V. Studer, first vice-president; S. J. Rathbun, second vice-president; Travis Bryan, third vice-president. The program for the meeting called for business sessions on Tuesday and Thursday only, with the entire day Wednesday, as well as all evenings, given over to recreation and sight-seeing. The session closed with the annual dinner Thursday evening.

### Jefferson Standard Convention On

The convention of the \$200,000 Club of the Jefferson Standard Life is being held at Niagara Falls and Quebec, July 11-18.

### Enters Two States

The Inter-Southern Life of Louisville is entering New Jersey and South Dakota.



## ACTUARIES FROM MANY LANDS MEET IN LONDON

International Congress Proves Great Boon to Highly Important Profession

### EXCHANGE INFORMATION

Resumption of Gatherings of World Wide Scope Regarded as Notable Mark of Progress

At the International Congress of Actuaries held in London the last week in June, the subjects set for discussion had an appeal to a wider circle than that of actuaries alone. The 97 papers submitted by actuaries from all parts of the world were of great value to many besides the 800 in attendance at the congress.

#### Industrial Insurance Development

On the subject of industrial insurance there were ten papers contributed from nine separate countries. The papers described the systems operated in the respective countries, and in nearly all there was recorded the most remarkable progress during the last decade or so. As indicated by some of the writers this may be due to the increased purchasing powers now held by the industrial as compared with the middle and professional classes. In Japan, for example, it is scarcely a decade since a government monopoly was introduced and now 9,500,000 policies are in force representing over 15 percent of the population. The premiums are collected monthly through the post office at an expense ratio of 17 percent for 1925. The reserves are invested in works of social welfare. The whole system is very different in its organization from that in Europe and America. In Norway and Sweden there is a remarkable provision of compulsory waiver of premiums in case of disablement.

#### Study Disability Benefits

Of the 11 papers on disability benefits, eight came from the continent, two from Great Britain and one from America. Few were aware of the prevalence of the benefits in Europe. In Denmark the waiving of premiums in the event of disablement is the rule with the Danish offices for whole life and endowment insurance. Originally the waiver applied only on total and permanent disablement but now it applies to temporary disablement. No special charge has been made for the disablement benefit as it is not considered by the offices to add much to the liability. In Finland all life insurance companies have extra disability insurance in their tariffs and from 30 to 60 percent of new policies contain this feature. The benefit comprises not only the relief from premiums but an annuity during complete disablement of 10 percent per annum of the sum assured. In Germany the waiver of premiums and the payment of an annuity during disablement is very common as an adjunct to endowment assurances, the basis for the calculation of the cost being the experience of invalidity on the German railways.

#### Italy's Long Experience

In Norway waiver of premium benefit has been adopted by all offices. It applies to industrial policies also. Of new policies 90 percent include the waiver of premium benefit. The disability annuity is not granted extensively in Norway. Not so much progress has been made in Sweden where under 20 percent of life policies bear this waiver of premium clause. In Switzerland all life offices now offer these benefits with their policies. They include the waiver

## E. E. CAMMACK DISCUSSES GROUP LIFE INSURANCE

### COST DISTRIBUTION IS SHOWN

Interesting Data on Disability Claims and Termination Provisions Also Presented in Paper

At the International Congress of Actuaries held in London recently, Edmund E. Cammack, vice-president and actuary of the Aetna Life, submitted a paper on "Group Life Insurance in the United States." Mr. Cammack told of the methods of handling group insurance and of determining the rates. He said that on the basis of the scale of rates in use by most of the companies in the United States, it has been found in practice that the average rate per \$1,000 of insurance will vary with the character of the industry and with the distribution of ages of the employees, and will run about 65 cents to \$1.50 a month. The average for all groups is approximately 90 cents a month per \$1,000 of insurance. Most group contracts are written now on the contributory basis, and usually provide that the employer may charge his employee 60 cents a month per \$1,000 of insurance and that he must pay the balance himself. Mr. Cammack declared that on group life insurance now written in the United States and Canada it may be said that upon the whole the employees are paying from two-thirds to three-quarters of the cost and the employers the remaining one-quarter or one-third.

#### Disability Claims Increase

Mr. Cammack presented a table showing the experience of six companies writing group insurance in the United States and Canada for the period 1913-1925. This table showed that the cases of total and permanent disability were 6.6 percent of the total claims. Mr. Cammack said that in recent years there has been a marked increase in the number of total and permanent disability claims and that they are now running approximately 10 percent of the total claims.

As to the termination of policies, Mr. Cammack said that according to the experience of one large company, which is probably typical of the general experience, only about 2 percent of employees terminating their group insurance because of discontinuance of employment have exercised the privilege of conversion. Of the total amount of insurance in force only about 0.6 percent is converted annually. The cost of the conversion privilege creates a charge, under present experience of some 0.5 to 1.5 percent of group insurance premiums. The number of employees insured in the United States and Canada at the end of 1926 under group life insurance policies approached 4,000,000, according to Mr. Cammack.

of premiums, an annuity during disablement, or immediate payment of the whole sum assured. The majority of policies are now completed with disablement benefits. In Italy the waiver of premiums benefit has been granted since the beginning of the century, originally without charge, but now in exchange for an addition of 1 percent to 3½ percent of the life premium.

#### Examines American Methods

Of the two papers from British actuaries one was by H. E. Raynes in which he examined the American schemes of disability insurance which are coupled with life policies, and while criticising the actual statistics upon which premium rates and reserves have been calculated, advocated the extensive introduction of waiver of premiums and disability annuity into the life policies of the English offices.

In the papers on group insurance there was a broad division between those

## COLLEGE ADOPTS PLAN FOR ENDOWMENT FUND

### LIFE INSURANCE TO BE USED

John Hancock Agent to Direct Campaign—Will Call on All Alumni in Illinois

St. Viator College, Bourbonnais, Ill., has recently adopted an insurance endowment plan. The campaign will be directed by Frederick Perritt of the William M. Houze agency of the John Hancock Mutual Life in Chicago. The students have already pledged \$25,000 to the endowment. During the next few months Mr. Perritt will personally or through the force at his command for this work call on every alumnus in Illinois and explain the details of the endowment. In a speech made before the student body of St. Viator College Mr. Perritt pointed out that until a few years ago colleges and universities depended entirely on funds left them by individuals. On account of the shrinkage of estates and numerous taxes these endowments were a disappointment so with the growing demand for more education, the great educational institutions are taking advantage of life insurance with the idea of creating substantial endowment.

#### Wills Often Contested

In many cases where bequests are made in wills, the wills are contested, thus destroying the purpose of the giver. His intentions, of course, were of the best, but had he taken advantage of the insurance endowment his wishes would have been carried out 100 percent, the estate would have remained intact and no one would have suffered as is usually the case where a will is contested. Life insurance endowment enables a recently graduated college student to immediately create a substantial gift to his alma mater and at the same time pay for it by a small deposit made over a period of years.

#### Growing Demand for Education

The average college today is handicapped due to the fact that it must depend on some form of endowment for its existence. Tuition is usually figured greatly under the actual cost of the student's education. Thus, some form of endowment fund must be created to take care of this deficit. Mr. Perritt appealed to the students on the ground that there is a growing demand for education and that the coming generation will find it more difficult than the present to get along without an education. There are many schools and universities which have adopted an insurance endowment plan in recent years. Among the recent graduation classes taking advantage of this form of endowment are those from Columbia University, University of Michigan, Mount Holyoke, Pennsylvania University, Princeton University, Rutgers College, Wellesley and Williams.

coming from the continent on the one side and those from America and Great Britain on the other. As a whole the papers from Germany, Norway and Switzerland include under this heading collective schemes of superannuation, invalidity or endowment assurance, the only difference between these and individual contracts being that by collective bargaining and reduction of expenses a specially low premium is quoted. The system of group life assurance which has grown up in the United States and Canada is something very different. On a small scale the same scheme is making a little headway in Great Britain.

#### Associations for Substandard

With regard to insurance of under average lives on the continent it appears to be the practice among the life

(CONTINUED ON NEXT PAGE)

## IS STABILIZING FORCE OF BUSINESS WORLD

Life Insurance Concentrates Vast Funds for Development of Industry

### SAVINGS ARE SALVAGED

Clariss Adams Shows Importance of Institution as Economic Factor in Accumulating Wealth

ROGERS, ARK., July 14.—At the annual agency convention of the Union Life of this city the main speaker was Clariss Adams, secretary of the American Life Convention. Mr. Adams paid a tribute to life insurance as being one of the great social and economic forces at work in the country. He explained



CLARISS ADAMS  
Secretary American Life Convention

how it creates and conserves values, both tangible and intangible, which are national in their scope and significance. He showed that the great and large companies have a province of their own, but also brought out the particular function and usefulness of the smaller companies. Mr. Adams said in part: "Half the people of the United States have established estates through the medium of life insurance. Last year they invested more than \$2,000,000,000 for this purpose and now have on deposit accumulated savings of almost \$13,000,000,000. This represents an ultimate endowment by this generation to the next of almost \$80,000,000,000, and vast as it is, this fund is more than multiplying itself each decade.

#### Great Savings Institution

"Either by a quantitative or qualitative analysis, life insurance is the greatest savings institution in the world. More money is invested by more people in life insurance in the United States than is deposited in savings banks, although there is more money deposited in savings banks here than any where else on earth. Furthermore, premiums paid for life insurance represent savings of a permanent character. They constitute a fund carried to the capital account of our national wealth, rather than remaining as mere undivided profits of the current years. Indeed, the wealth conserved by life insurance companies is the major part of our earned surplus, for it is estimated that more than 80 percent of the people of the United States leave no substantial es-

tate when they die except that represented by a policy of life insurance.

#### Represents Salvaged Wealth

"In the accumulation of its vast resources and the performance of its varied service, life insurance, however, supplements rather than supplants other institutions of finance. Its field begins at the natural boundary line of other instrumentalities of thrift. Life insurance represents principally the small savings of the many millions. It is received in the main from the non-investing public. It is capital collected by solicitation; thrift sold through personal effort; and therefore, represents wealth salvaged from current expenditures, rather than funds diverted from other forms of investment.

#### Great Stabilizing Force

"Economically, life insurance is one of the great stabilizing forces of the business world. It collects and concentrates vast funds unavailable to others and frees them for the use of basic industries of the nation in a form impractical to other financial institutions. The investment of life insurance funds is controlled by law and scrutinized by public officials. Not one dollar is permitted to go into a speculative enterprise. Not one penny is spent to control business of other kinds. The millions of insurance flow naturally into channels of need and supply every part of the country, as well as serve, directly or indirectly, every basic business of America.

#### Finances Basic Industries

"Life insurance has invested more than \$2,000,000,000 in the development of the greatest transportation system on earth. It has provided almost \$2,000,000,000 for the financing of agriculture. Three billions more have gone into the building of business structures to house the commerce and industry of the nation, and the building of homes to house the people of America. Public improvements, public utilities, public projects of almost every conceivable sort in every part of the country, have been promoted in part by life insurance funds. Insurance has come to be one of the principal pillars of our whole economic structure.

#### Is Valuable Asset

"There is no more valuable community asset than a well organized, well conducted life insurance company. The very fact that some are large and some are small, and that they are scattered throughout almost every state, gives the economic force of the institution a mobility which is a source of added power. The giant companies, occupying the whole nation as their field, naturally turn to large enterprises and fields of general interest. The small company, on the other hand, which is intensively cultivating the territory immediately around it, concentrates its investments in its own community and supports local enterprises which cannot command the interest of distant capital.

#### Full Development Not Reached

"Life insurance has not yet reached its full development, however. America is still under-insured. The average man is covered only for 69 weeks of his current earning power. To every company, large and small, the future presents an opportunity, a challenge, a duty to perform. Life insurance can and should be an even greater social and economic force than it is, making for the prosperity of the nation, the stability of society, the permanence of our institutions, and the happiness of our people."

## ACTUARIES FROM MANY LANDS MEET IN LONDON

(CONTD FROM PRECEDING PAGE)  
companies to associate by the formation of a separate company to deal with under average lives, or to inaugurate a rating committee to which offices refer such cases. An association in Austria

## REPORTS OF COMPANIES ON NEW BUSINESS FOR FIRST SIX MONTHS OF CURRENT YEAR

IN response to the request of THE NATIONAL UNDERWRITER, the companies have sent in their reports on new paid-for business for the first six months of 1927, together with figures on the new business paid for in the first half of 1926 and the increase in amount of

insurance in force over the figure for Dec. 31, 1926, as shown in the subjoined table. For the most part the figures are closely approximated, as exact figures in the majority of cases are not yet available. Following are the reports of companies sent in this week:

	New Paid Bus. 1927	New Paid Bus. 1926	Inc. in Ins. in Force
Abraham Lincoln, Ill.	2,111,091	2,333,301	1,073,929
Alamo Life, Tex.	1,907,999	1,223,493	3,499,404
American Life, Mich.	8,043,155	8,297,944	42,121,001
American National, Tex.	128,533,746	108,677,424	661,840
Amicable Life, Tex.	4,640,733	3,978,893	6,132,229
*Baltimore Life, Md.	2,627,608	2,266,755	4,443,636
Business Men's Assurance	13,698,226	11,643,641	157,100
Capitol Life, Colo.	16,172,676	25,265,739	2,479,477
Carolina Life, S. C.	257,000	6,339,229	5,844,045
Central States Life, Mo.	7,219,870	17,585,042	4,515,178
Commonwealth Life, Ky.	17,585,042	17,270,895	299,795
Colonial Life, N. J.	16,490,512	13,354,559	1,248,003
Commercial, Mo.	460,095	2,132,750	6,189,744
Conservative Life, Ind.	3,206,535	2,635,257	230,000,000
Crown Life, Canada	12,840,320	10,621,651	3,213,116
*Equitable Life, N. Y.	420,274,647	406,338,412	3,035,171
Eureka, Maryland	9,293,911	8,832,613	3,956,376
Equitable Life, D. C.	8,672,313	7,043,597	989,849
Franklin Life	18,310,913	22,182,668	17,248,291
Girard Life, Pa.	3,128,263	2,618,202	8,606,872
Grange Life, Mich.	2,140,000	2,129,604	798,793
Great West Life, Can.	30,406,987	30,523,084	10,000,000
Guardian Life, N. Y.	34,000,000	35,070,235	12,782,713
Home Life, N. Y.	20,345,694	19,922,602	270,650
Inter-Mountain Life, Utah	1,871,299	2,670,092	545,094
Jefferson Standard, N. C.	27,000,000	25,891,200	23,500,000
Kansas City Life, Mo.	43,621,154	43,851,206	762,680
Lewis & Clark Life, Mont.	310,000	92,350	218,500
*Liberty Life, Ill.	1,957,938	2,071,489	1,177,852
Life & Casualty, Ill.	4,305,000	1,987,206	5,632,989
Life of Virginia	32,299,273	32,078,778	23,500,000
Lincoln National, Ind.	66,435,000	60,483,950	27,544,262
Manufacturers, Canada	39,866,528	35,222,808	92,951,012
Massachusetts Mutual	133,586,993	118,853,872	5,332,781
Minnesota Mutual Life	15,323,579	16,757,300	179,721
Modern Life, Minn.	764,361	610,409	127,768,042
Mutual Benefit	114,965,743	11,825,237	4,554,283
Mutual Trust Life	11,825,237	11,065,644	1,177,852
National Guardian, Wis.	3,425,430	3,926,216	1,200,000
National Life, Canada	3,852,042	3,353,279	150,000
New World Life, Wash.	3,200,000	3,800,000	317,000,000
New York Life	501,909,000	478,647,300	565,006
Northern Life, N. J.	554,000	319,750	1,010,910
Occidental Life, Cal.	8,884,487	8,879,504	2,048,242
Occidental Life, N. M.	4,607,700	4,609,420	18,327,000
Oregon Life	3,666,203	4,094,253	5,543,638
Pacific Mutual	45,000,000	48,413,574	900,632
Pan-American Life, La.	16,190,243	15,967,427	762,680
Penn Mutual	114,430,436	109,790,966	218,500
Pioneer Life, S. C.	2,268,745	1,646,185	3,985,309
Provident L. & A., Tenn.	4,187,468	4,363,295	127,636
*Peoples Life, D. C.	1,084,000	788,500	22,674,919
Security Mutual, Neb.	1,919,365	1,646,185	179,832
Southland Life, Tex.	12,725,537	14,547,388	1,777,105
Southeastern Life, S. C.	3,262,289	3,046,632	12,119,780
State Mutual, Mass.	35,336,810	35,558,741	17,880,000
Union Life, Ark.	1,210,332	1,320,500	
United Life & Accident, N. H.	5,087,130	6,578,038	
Volunteer State, Tenn.	8,996,843	9,640,544	
Western & Southern	23,319,230	24,376,250	
Western & Southern, Ind.	80,259,091	77,800,319	
Western States, Cal.	12,454,243	13,712,742	
Western Union, Wash.	9,356,199	9,792,094	
West Coast Life, Cal.	9,204,583	12,243,152	

\*Ordinary only.

was formed in 1916 and joined by 30 companies. It was felt that in consequence of the lack of statistical data for the assurance of under average lives, the business could only be conducted by an association of offices. Each risk underwritten is then apportioned among the offices. A somewhat similar organization has just been formed in Czechoslovakia. In Denmark an association of all the life offices has been formed and a tariff rating committee established to deal with the business. In Finland a reinsurance company was founded for mutual reinsurance in 1919, one function of which was to grant policies to applicants not acceptable to the principal offices. Somewhat similar organizations exist in Norway and Sweden. No association of this description was indicated in the papers from the English speaking contributors.

Reinsurance among life offices by what is known as the risk premium method is quite a recent development. It is employed especially in the west and south in the United States.

#### Remarkable Recovery in Germany

The effects of the inflation of currency were described. In Germany, after all expedients had been tried by the companies, circumstances proved too strong for them and by 1923 the business of life assurance in that country was practically wiped out. Since 1923 when stabilization recommenced, new policies have been effected by the Ger-

man people with German life offices to an extent surpassing all expectations. Their funds are now half their former assets, accumulated in the course of only 3 1/2 years. The ability of life insurance to adjust itself to the rapidly changing conditions of currency depreciation, devaluation and stabilization is remarkable. In Austria not a single company has gone into liquidation, although even important banks have crashed. The position of the companies in that country is as strong as before the war and to some degree even stronger.

## FORMULATE PLANS FOR NATIONAL CONVENTION

(CONTINUED FROM PAGE 7)

partment of the John Hancock Mutual Life of Boston. Other speakers for this session will be announced later.

#### Insurance Trust Demonstration

Friday morning A. L. Potter of the Mutual Benefit at Boston will stage an actual demonstration of the sale of a life insurance trust. This will be followed by a debate on a National association question of vital interest to all.

There will be group meetings Thursday and Friday afternoons under the direction of John Marshall Holcombe on agency management. There will also be meetings for women and for industrial men.

Thursday morning there will be a

meeting for the consideration of life insurance as an investment, at which comparisons will be drawn between other forms of investment and life insurance. At this session Charles C. Gilman of the National Life at Boston will present six or eight speakers who will give practical illustrations and applications of sales of family protection. This session will be closed by Robert Williams of the Union Central home office staff.

There will be morning schools for general managers held under the auspices of the National association and the Life Insurance Research Bureau.

The convention will close Friday night with a monster mass meeting at which a man of national prominence will be the speaker.

## TOUCHING TRIBUTE IS PAID TO DANIEL F. APPEL

BOSTON, July 13.—So very personal was the tribute paid President Daniel F. Appel of the New England Mutual Life on the occasion of his recent 70th birthday that only after some two weeks has notice been called to it outside the family of the New England Mutual. The vigorous, hale and hearty head of the company would have hard work convincing anyone he had reached three score and ten. When President Appel arrived at his office he had no reason to believe anyone of the hundreds of New England Mutual Life home office staff, or field force, knew it was his birthday. On his desk, however, he found 70 exquisite, long stemmed, American beauty roses. On the desk in front of his chair was a package bearing his name. No one was at hand to greet him and no presentation. The roses were from the home office family. The package was from the general agents, directors, officers, heads of departments and their chief assistants at the home office. The remembrance of the general agents and officers was a notable one and thoroughly individual in character, being a volume of hand written letters to President Appel from company and business friends, gathered by Edward W. Allen of New York, who originated the idea. The volume was a most beautiful one done in exquisite taste. The binding was dark blue morocco, with a golden monogram "D. F. A." on the cover. Many of the pages were illuminated after the style of the scriptorium of mediaeval monastery tomes.

#### Liberty Life Convention

The Liberty Life of Chicago will hold its homecoming meeting in Chicago next month, to be attended by all its agents. A silver cup known as the Bousfield trophy will be presented to the agency manager who has performed the most valuable service to the company. The company is now in its sixth year and has made splendid progress, having already \$11,000,000 of insurance in force. President M. O. Bousfield reports a \$1,000,000 increase for the first six months of this year.

#### New York Life's Record

In honor of President Darwin P. Kingsley, who has completed 20 years as president of the New York Life, agents of the company in June broke all records for volume of business written in one month with a total volume of new insurance of \$137,000,000. On June 17, Mr. Kingsley's anniversary date, the agents wrote \$65,000,000. This is ordinary business only as the New York Life does not write group or industrial. In the first six months of 1927 the company wrote \$501,909,000, increasing the insurance in force by \$317,000,000.

#### Joins Connecticut General

B. F. Fothergill of the advertising department of the Aetna Life and affiliated companies has resigned to join the publicity division of the Connecticut General Life. Mr. Fothergill was a service man who took up the subject of advertising under government supervision.



The People  
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## Aesop and Facts

*"A goat", Old Aesop broad-  
 casted, "once strayed from  
 the herd. Of course the  
 goatherd went after him.  
 After calling and whistling  
 failed to make an impres-  
 sion, he grabbed some stones  
 and tried out his throwing  
 arm on the goat.*

*"One of the stones broke the  
 goat's horn.*

*"'Oh, do not tell the master',  
 the alarmed goatherd begged  
 the goat.*

*"'But, he replied, 'oh most  
 foolish of goatherds, my horn  
 will tell the story though I  
 should not utter a single  
 word.'*

*"Facts speak plainer than  
 words—a big reason for the  
 success of Peoples Life men",  
 pointed out Aesop.*

**The**  
**PEOPLES LIFE**  
 INSURANCE COMPANY  
 ILLINOIS

SEYMOUR STEDMAN  
 President

G. L. LUTTERLOH  
 Secretary & Treasurer

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## RECORD BREAKER TELLS STORY OF ACHIEVEMENT

### PLAN AND HARD WORK WIN

Joseph F. Skrinar Conducts Campaign  
Scientifically and Spends Month  
in Consistent Effort

Joseph F. Skrinar, district manager at Joliet, Ill., for the Peoria Life, has explained for THE NATIONAL UNDERWRITER how he conducted his world record campaign that netted 731 applications for \$838,650 of business. The story is in part as follows:

I made my decision to try for this record about April 15 and called our home office and asked our president if I could depend on the necessary home office cooperation if I undertook the record. He promised support and agreed he would handle my mail campaign and send F. J. Bohl, home office advertising man, to help me with advertising copy and any other details in connection with the campaign. Mr. Bohl arrived and we started to work on the copy. Most of the credit for the fine newspaper copy belongs to Mr. Bohl.

#### Championship Angle Used

Joliet has a national championship high school band and also holds the national Catholic high school basketball championship. We decided to use this appeal to bring another championship to Joliet. A tremendous amount of detail work was necessary to have the campaign ready by the first of the month and I made a selection of approximately 4,000 names from the telephone directory and had a list of over 1,000 of my policyholders. I sent personal letters dated May 1 to this list of 5,000, and enclosed descriptions of the two policies I featured in the campaign. On May 10 I sent a follow-up letter with the same enclosures. My first 2-page ad appeared April 28 and was repeated May 1. Altogether I ran 12 full pages of advertising during the campaign.

#### Mayor Enlisted

A few days before the campaign opened I induced Mayor George F. Sehring to take the first application of the campaign. He is personally popular and told me to go as far as I wanted to in using his name or his picture. I arranged in collaboration with the manager of our local theater for a motion picture to be taken of the mayor and myself while writing the first application. Also a photograph was taken. The photograph was printed in a page ad together with a strong personal letter from him. This attracted much attention. The motion picture was titled in the style of the newsreels and was cut in on the news weekly and shown at the Rialto theater the last half of the first week of my campaign. Almost everybody knew the campaign was on. I did not have to do any explaining as to what I was trying to accomplish.

I featured our commercial ordinary life policy, which carries a low premium and a 20-pay endowment at age of 60 for children. We write full insurance on children 5 years of age or over and with graded benefits under that age. The premium on the children's policy was quoted on a basis of \$500. I wrote a large number of these policies. At the beginning of the month I had three extra telephones installed in the office and I was able to get good results over the telephones during the lunch periods and from 5 to 7 o'clock in the evening. Sometimes when not in the field I used them as late as 9:30 in the evening. I started in the morning about 7:30 and worked straight through until about 10 to 11 o'clock at night.

#### New Clients Added

A satisfactory part of the campaign was that a large number of applications was written on people who did not have

## BRITONS INADEQUATELY PROTECTED BY INSURANCE, LONDON PAPER POINTS OUT

THE present inadequate protection now carried in Great Britain is emphasized in a recent article in the London "Truth," which says in part:

"In all forms of life assurance the instinct of salesmanship is now finding more expression. British actuaries realize that they have an exceedingly good article to sell, and that the offices should be transacting a larger business. Such an attitude is thoroughly healthy. They have compared the amount of assurance per head in this country with the corresponding figures in the United States and Canada, and they find the British sums lamentably small. Their own experience shows them that the size of the policies held is all too frequently quite inadequate. The sums which are assured would often provide only trifling incomes, for life assurance provision is unquestionably made with regard, mostly, to the capital sums and not to the incomes these would produce.

#### No Criticism on Investment

"If life assurance were costly and unattractive as an investment there might be justification for the comparative smallness of the sums assured. No such criticism can, however, fairly be levelled against it. With improvement in mortality, the actual cost of assurance has been growing cheaper, and as a result of cautious finance over long periods reserves have been built up which earn interest and contribute to the surpluses.

These surpluses are available for division among the policy-holders sharing in the profits. The state encourages life assurance as a form of thrift by allowing a rebate of income-tax of half the standard rate—a concession which applies to no other form of investment. Managers are giving increased attention to the selection of investments, and this, it is now appreciated, is just as important as the selection of lives.

#### Howland's Address Cited

In an address entitled "America Pre-eminent in Life Assurance," by Fred A. Howland, before the Association of Life Presidents in December, it was declared that the British Isles first came to mind as being the cradle of all forms of insurance and the world's commercial leader. Yet the amount of life assurance in the United States was more than two-and-a-half times as much per head as in the United Kingdom.

"Those who know the United States realize the exact value which is set there upon the 'home,' and it was therefore not surprising to find Mr. Howland expressing the belief that there was something in the American attitude towards the home and the family which made life assurance protection appeal especially to the men of that country. He declared that it was already the greatest instrument in the conservation of the home, and that it was becoming a factor in the stabilization of business."

## NEGLIGENCE WAS NOT PROVED

**Insurance Company Held Not Negligent in Refusing to Issue Life Policy Until Explanation Concerning Disease of Applicant Had Been Received.**—In Evans vs. International Life, supreme court of Kansas, 252 Pac. 266, the plaintiff and her husband executed a joint application for a policy. The plaintiff was named as beneficiary of her husband and he as hers.

The application was taken by an agent and the plaintiff reported for examination to the company's medical examiner. This application was made on July 31, and the examiner, it was alleged inserted a wrong answer to a question as to a certain disease of the plaintiff.

When the defendant received the application it was returned to the agent who in turn forwarded it to the medical examiner, for an explanation as to the plaintiff's answers to questions involved. Before the examiner had made the correction plaintiff's husband died on Aug. 15.

#### No Policy Was Issued

No policy was issued, and plaintiff brought action to recover damages on account of the alleged negligence of the defendant's medical examiner to properly record the answers. The trial resulted in a judgment in favor of plaintiff. On appeal the higher court in reviewing the record, and in reversing the judgment, said:

"Here no policy had been delivered. The negotiations between the parties were not completed. The joint application was submitted to the company, together with a note for the premium, for

its acceptance at its home office in St. Louis. It was promptly examined, and found to be unsatisfactory in the one respect. Continuing the negotiations, the company requested a signed statement by the local medical examiner, satisfactory to itself, as to the plaintiff's illness disclosed in her application.

"It was not beyond its rights in doing this before concluding the negotiations and accepting the risk. Before it received the explanation, plaintiff's husband died. The company then refused to deliver the policy and returned the premium note which had accompanied the application. The delay in the delivery of the policy occasioned by the agent's attempt to procure an explanation cannot be said to have been negligence.

#### Should Give Correct Information

"Therefore no negligence was attributable to the defendant because of the delay between the receipt of his instructions from the company and the death of plaintiff's husband. If the medical examiner had deliberately returned a false answer to his company (which is in no wise charged here), plaintiff, in our opinion, would be in no better position. It was the duty of both the plaintiff and the medical examiner to give the insurance company correct information. \* \* \*

"There was no completed contract, no meeting of the minds, no delivery of the policy, and no negligence of the company in seeking further information. \* \* \* The judgment is reversed, and the cause remanded, with instructions to enter judgment for the defendant."

any insurance. I was able to close a lot of prospects who had been holding off previous to the campaign. Quite a number of people sent in orders by mail and a good number came directly to the office. But the greatest number of applications came from personal solicitation. In several stores I wrote the entire staff of employees and the proprietors.

I recommend such a campaign to

anyone that wants to pay the price. It will put any man's agency on the map for all time, but I would not recommend taking it up unless he is prepared to put it on in a big way and to spend a lot of money.

Miss Chloe Peterson, director of publicity for the Business Men's Assurance Company of Kansas City, has gone to Oakland, Cal., to attend the national convention of business and professional women's clubs.

## INTERESTING ANALYSIS OF AGENCIES GIVEN

### BANKERS LIFE OF IOWA LIST

More Than Half the Offices Are Now  
Paying for \$2,000,000 or More  
Annually

Thirty-four, more than half, of the Bankers Life of Iowa agencies are writing and paying for new life insurance at the rate of \$2,000,000 and more per year. Of these 34 agencies which had produced more than \$1,000,000 of business by July 1, 17 were over the \$2,000,000 mark, five were over the \$3,000,000 mark, 3 had passed the \$4,000,000 mark and one was over the \$5,000,000 figure.

The ten leading Bankers Life agencies, on the basis of paid-for business produced to July 1, are: DeForest Bowman, Chicago, \$5,342,355; C. A. Reed, Los Angeles, \$4,903,930; C. F. Murrell, Pittsburgh, \$4,057,500; E. Storer, Indianapolis, \$3,910,950; F. T. Johnson, Milwaukee, \$3,056,000; R. G. Hake, Kansas City, \$2,879,350; J. W. Strong, Detroit, \$2,807,000; E. G. Squires, St. Louis, \$2,781,000; A. F. Smith, San Francisco, \$2,767,705; Rogers & Darling, Cedar Rapids, \$2,754,500.

## FIRST PREMIUM PAID ON DEATH BED; CONTEST POLICY

The Travelers has asked the federal court at Milwaukee to pass on the validity of an insurance policy, the first premium on which was not paid until an hour before the insured died.

On June 30, 1926, A. E. McVicar of Kenosha applied for a \$10,000, five-year term automatically convertible policy. The policy was issued dated July 7, 1926, and no premium was paid until Aug. 28, 1926.

The first premium was paid by McVicar on his deathbed and he died within an hour. The company was induced to accept the premium, according to the complaint, "through fraud, misrepresentation, and concealment on the part of McVicar's wife. He had been in the hospital for a week and unconscious several hours," the complaint goes on, "due to delirium tremens, and his wife said he was only indisposed."

## NO ACTION TAKEN ON SUCCESSOR TO MADDEN

WASHINGTON, July 13.—Organization matters of pressing importance were taken up for discussion at a meeting Monday between Lewis E. Pierson, president, and resident officials of the United States Chamber of Commerce, but a successor to James L. Madden as superintendent of the insurance department was not considered, it was declared following the conference.

It is understood that a successor to Mr. Madden was to have been discussed, but other business of more pressing importance required the entire session and the new insurance department head will go over until Mr. Pierson again visits Washington, which is expected to be in the near future.

#### Royer Visits Agencies

H. G. Royer, president of the Great Northern Life, is touring the company's agencies in Wisconsin, accompanied by E. Oertel, assistant to Vice-President Sullivan, and Charles R. Holton, general counsel. The trio left Chicago Monday of this week and will return early next week.

#### Life Notes

The Union Labor Life of Washington, D. C., has been licensed in Colorado.

The Continental Life of St. Louis has appointed Nicholas Hess as district agent at Sharon, Pa. Mr. Hess recently resigned as assistant superintendent there for the Western & Southern Life.

## NUMBER EIGHT . . . MODERN CRUSADER SERIES



## People of Iron

THE Saracens called the Crusaders "People of Iron" and feared them because "no Saracen spear would pierce a Christian coat-of-mail"

Yet, the very men who said this KNEW that armour alone—mere equipment—never won a battle.

★ ★ ★ ★ ★ ★ ★ ★

And even to-day, the same mistake is often made. Dazzled by outward display, unseen factors of as much importance are often overlooked.

But no longer in the Phoenix Mutual.

Just as the knight of old was required to "win his spurs" in joust and tournament that he might develop his strength and skill and experience, so too each new Phoenix Mutual man is required to prove his worth at the Home Office school of service. And the reasons are the same.

This does not mean that *all* Phoenix Mutual representatives are better men. But it does mean that in life's battles each has a better chance—of SUCCESS.



# PHOENIX MUTUAL LIFE INSURANCE COMPANY

HOME OFFICE



First policy issued 1851

HARTFORD CONN.

A complete set of all Modern Crusader advertisements will be mailed to any reader upon request. Write to the Advertising Department of the Phoenix Mutual Life Insurance Company, 79 Elm Street, Hartford, Connecticut.



## THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Friday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. EDWARD J. WOHLGEMUTH, President; JOHN F. WOHLGEMUTH, Secretary; HOWARD J. BURRIDGE, Vice-President and General Manager; H. E. WRIGHT and NORA VINCENT PAUL, Vice-Presidents; WILLIAM A. SCANLON, Southwestern Manager; GEORGE C. ROEDING and O. E. SCHWARTZ, Associate Managers; B. F. STEVENS, Manager, Advertising Service Department.

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### "Folks Who Irritate Us"

THE editor of "Nation's Business" recently wrote an editorial entitled "Folks Who Irritate Us." One of the pet peeves of this editor was the man who has the telephone operator get the person to whom he desires to speak on the line before connecting the principal. He feels that this is a special annoyance. However, the connection is made in a moment on almost all occasions so that the annoyance is trivial. The irritation comes when the person who desires to speak cannot be located, and perhaps the person waiting on the other end of the telephone may have to hold the receiver to his ear for half a minute. These are rare occasions, but they cause much annoyance.

However, there is one feature of telephoning that usually gets on the nerves of most people. That is, the office where a few people high up desire the names of people calling on the telephone be gotten and the character of their business outlined before the connection is made. The "Haight Accelerator" com-

ments on this feature as follows:

"When I call up my friend Jones and before I can talk with him I must give my name and pedigree to the operator, I see red. What's the idea anyway? Does she keep a record of all calls to submit to someone or does she attempt to separate the sheep from the goats? Just to test it the other day I called a friend and in reply to the question 'Who's calling, please?' I replied 'Mr. Calvin Coolidge.' I was connected promptly and without question. I suppose there are men of such great importance that it is really necessary that all calls filter through someone before reaching the main works. But I never have occasion to call one of those princes of commerce. The folks I call are just common people like me and gosh ding it I don't like to be high hatted when I want to speak to them. If I met them on the street I'd say 'Hello' just like that and they would say 'Hi' and we'd smoke a cigarette together. Why all this stiffness on the phone?"

### Fading Out of the Picture

THE old type of general agent is fading out of the picture, said a speaker at a recent general conference on agency building. This old-time general agent was a personal producer, not an organizer. His problem was to get business, that he might have an income. He was a man who did not—largely because he could not—look to the future. He had no training, and he gave none.

The demands of the business have created a new type; a man who has

optimism in abundance but does not hold it to be his prime asset; a man who adds intelligent direction to his enthusiasm. He is a sales manager, not an agent in competition with his own men.

Better business is the inevitable result of proper agency building. Careful choice of solicitors and the universal use of the program idea, together with more generous and efficient service are producing new results in insurance.

### Is Insurance Too Backward?

SOMETIMES one wonders whether some of the great businesses of the country are not wider awake than insurance in extending their educational facilities. For instance, the NATIONAL ASSOCIATION OF REAL ESTATE BOARDS announces that 52 colleges are now offering real estate courses. It declares that in April, 1923, courses in real estate or land economics were unknown in all but three or four institutions in the country. Since last September 89 local real estate boards in cities conducted

courses in real estate either under their own auspices or in cooperation with Y. M. C. A. schools, university extension divisions or similar institutions. Two universities, the UNIVERSITY OF MICHIGAN and NORTHWESTERN UNIVERSITY have put real estate courses into their graduate schools. The NATIONAL ASSOCIATION OF REAL ESTATE BOARDS lists the various colleges now giving real estate courses and under each one tells the scope of the course.

### Giving of Advice

ONE is always willing to give advice. It is something more blessed to give than to receive. However, every fellow

who is seeking advice wants the person whom he is asking, to tell him what he wants to hear.

## PERSONAL GLIMPSES OF LIFE UNDERWRITERS

C. O. Pauley, secretary and treasurer of the Great Northern Life, returned to his office in Chicago this week from a two-week motor trip through the east. Mr. Pauley traveled with his family and visited New York, Boston and points in upper New England.

Henry Clabaugh, son of Charles C. Clabaugh, superintendent of agencies of the Maryland Life, has won the junior tennis championship of Baltimore. There were 150 contestants in the tournament. Henry, who is only 15 years old, won the title by a straight set triumph in the finals of the city singles championship, and was also on the winning team of the junior doubles championship.

Dr. C. E. Albright of Milwaukee, who has been the largest individual producer for the Northwestern Mutual Life for many years, and one of the outstanding life underwriters in the country, is one of the principal figures in the formation of the International Germanic Trust Company, which will specialize in financial and commercial relationships with the countries of central Europe. The company has been formed in New York by a group of nationally known bankers and business men. It has a capital of \$3,000,000 with a surplus of \$2,000,000. According to Dr. Albright, the company will specialize in commercial and financial business with Germany and other central European nations.

Dr. Albright, besides engaging in the life insurance business, is a director of many large companies in Milwaukee and throughout the country. He maintains offices in Milwaukee, Cleveland and New York.

Walter H. Huel, for the past three years actuary of the Indiana insurance department, has resigned to become actuary for the Indianapolis Life. Mr. Huel is a graduate of the actuarial course of Michigan University under Prof. J. W. Glover. He has made a good record in the Indiana department and is a member of the committee on blanks, of which committee he is chairman of one sub-committee and a member of two others. Commissioner Wysong says he has not selected a successor as yet for Mr. Huel as actuary of the department.

Mr. and Mrs. Walter Cluff of Kansas City have announced the engagement of their daughter Riva to Thomas R. Evans, an attorney of New York City. Mr. Cluff is supervisor of the department of education of the Kansas City Life. Miss Cluff attended Columbia University in New York City last winter, where she received her master's degree in physical education. She is teaching in the summer school at Missouri University this summer. The wedding will take place in New York in August.

W. T. Grant, president of the Business Men's Assurance of Kansas City, has been converted to the practical value of commercial aviation. On July 8, Mr. Grant and Louis Graham, chief adjuster for the company, started for a 5:20 train for Minneapolis. When they arrived at the Union Station they found that they were one minute late and their train had pulled out. They were to attend a group meeting of B. M. A. salesmen in that city the next day, and immediately cast about for some means of meeting their engagement. Mr. Grant called Lou Holland, president of the Chamber of Commerce of Kansas City, and a great aviation enthusiast, and asked him to make arrangements for a plane to overtake the Rock Island train for Minneapolis. At 6:50 arrangements had been made with the National Air Transport Company and Mr. Grant and Mr. Graham were on their way to Trenton, Mo., by airplane. At 7:40 they

were at Trenton, where an automobile met them, and took them to the station, 20 minutes ahead of train time. Mr. Grant wired back saying that they had caught the train, and were on their way. He added that except for Lindbergh they might not have tried it.

C. P. Carroll, vice-president of the Kansas City Life, and one of the largest personal producers of the company, celebrated his 50th birthday by resolving to lead the agency organization in volume of production in June. His birthday was June 17. As a result he wrote 16 applications in June for a total of \$275,000, leading his nearest competitor by over \$100,000. He closed the first six months of the year well ahead of \$500,000.

H. H. Armstrong, superintendent of life and accident agencies of the Travelers, accompanied by Mrs. Armstrong, sailed from Quebec last week to spend six weeks with friends in London and Paris.

Rollin M. Clark, assistant manager of the insurance department of the Chamber of Commerce of the United States, was married a few days ago to Miss Helen Estelle Corsette, daughter of Mrs. William Britton Corsette of Washington, D. C.

Henry A. Smith, who was recently appointed group insurance supervisor for the Louisville territory of the Equitable Life of New York in the Henry J. Powell agency, was the leading life insurance producer of the Equitable in the state, paying for \$1,317,613 last year. He went to the Equitable in 1921 and has been consistently a large producer since. At the close of 1926 he was 16th in personal production for the entire agency force and 5th in group production. In addition to his group work Mr. Smith is also supervisor in the Powell agency and has assisted in putting on life insurance salesmanship courses under the joint auspices of the Louisville Y. M. C. A. and the Louisville Life Underwriters Association. He was formerly president of the latter body.

Rogers Caldwell of Nashville, Tenn., who was the chief factor in financing the purchase of the Missouri State Life, the Inter-Southern Life of Louisville and the North American Life of Omaha, has joined with Col. Luke Lea of the Nashville "Tennessean" in purchasing the Atlanta "Constitution," one of the foremost papers of the south. Mr. Caldwell is head of a large investment business.

C. A. Stuppelbeen of Glens Falls, N. Y., dean of the agency staff of the Union Central Life, is in his 41st year as a representative of the company. He is still very active and continues to be a producer of good volumes of business.

J. J. Hughes, Des Moines, state agent for the Northwestern Mutual Life, and sergeant-at-arms for the national Democratic committee, suffered a relapse from inflammatory rheumatism last week and has been seriously ill. He has been unable to do much work since the early part of this year. Mr. Hughes came into national prominence at the last Democratic national convention.

When the recent flood in Arkansas was in progress, J. D. Ahrens, an agent in the Little Rock branch of the Missouri State Life, traveled 40 miles by rail, 40 by automobile and 50 in a boat to deliver a policy he had sold in Arkansas City. Mr. Ahrens had returned from Arkansas City to Little Rock after taking his client's application, and before the policy was issued the country between the towns was flooded. But as soon as the water had receded from the railroad tracks between Little Rock and



Pine Bluff he started out with the policy. The run from Pine Bluff to Gould he made by motor. Then the water was found so deep that the car could not proceed, and the trip was completed by motor boat.

Miss Imogene O. Martin, who has been secretary to Henry F. Tyrrell, legislative counsel of the Northwestern Mutual Life of Milwaukee, for the last 20 years, has retired. Miss Martin had been with the company at the home office for about 30 years. She has been succeeded by Miss Elizabeth Wight.

A. O. Eliason of St. Paul, manager of the Minnesota agency of the Minnesota Mutual Life, has been ill for some time and had to undergo a serious operation. He is now back again on the firing line. Mr. Eliason is a former president of the National Association of Life Underwriters.

Bryce T. Childress, cowboy, gold prospector, hunter, and life insurance salesman—for 19 years the most glamorous figure of Bankers Life of Iowa history in Texas—died at his home, Terrell, Texas, age 53. Mr. Childress had been a Bankers Life salesman since June 1, 1908. In 1922 he became an agency manager, with headquarters at Terrell, but relinquished that position in 1926 because of ill health. In seven of nine years he was a member of the \$500,000 Club, and in 1920 he had a production in excess of \$1,000,000.

#### LIFE AGENCY CHANGES

##### NEW GENERAL AGENT NAMED

Kansas City Life Appoints Ludlow S. Sherwood to Succeed Mark B. Lockyer in Chicago Office

Ludlow S. Sherwood, who was associate agent in the Mark B. Lockyer Kansas City Life general agency, Chicago, from the first of this year until Mr. Lockyer's death, has been made general agent of the company to succeed Mr. Lockyer. Mr. Sherwood's only experience in the insurance business has been with the Kansas City Life. Some years previous to his joining Mr. Lockyer he was connected with Sears & Roebuck in Chicago.

Mr. Sherwood is a prominent business man of Chicago, having headed the Sherwood Manufacturing Company as president before entering the insurance business. He has lived in Chicago for 15 years, and was at one time general manager of one of the Sears-Roebuck subsidiaries. He is a member of the Western Society of Engineers, and the American Steel Treathers Society. He is a director of the Cicero Trust & Savings Bank.

Mr. Sherwood will continue the business of the Chicago agency of the Kansas City Life in the same offices and follow the plans made by him and Mr. Lockyer during their association.

##### A. H. Ogilvie

Allen H. Ogilvie has been appointed assistant state manager in Michigan for the Kansas City Life. Mr. Ogilvie worked his way through the University of Michigan selling Kansas City Life insurance. On receiving his degree June 21, he was selected by State Manager E. S. Bramble to assist him. In 1926 Mr. Ogilvie wrote \$125,000 of business, while he was taking full time work at the university.

##### J. T. Wilcox and A. McPherson

J. T. Wilcox and Arthur McPherson, two well known and experienced Lincoln insurance men, have been made general agents for 18 counties in southern and southeastern Nebraska for the Equitable Life of Iowa. More territory will be added as the business is developed. They succeed C. A. Hemsworth, who remains with the agency. Mr. Wil-

#### Splendid Agency Opportunities in

Arizona  
California  
Colorado  
Illinois  
Indiana  
Iowa  
Kansas  
Michigan  
Minnesota  
Missouri  
Montana  
Nebraska  
New Jersey  
New Mexico  
North Carolina  
North Dakota  
Ohio  
Oklahoma  
Oregon  
Pennsylvania  
South Dakota  
Tennessee  
Texas  
Utah  
Washington  
West Virginia  
Wisconsin

## WE WRITE THEM ALL Dad, Mother, Sister and Baby Brother

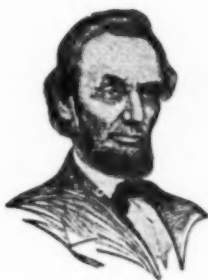
In your kit you have a policy for each member of the family.

The Lincoln National Life accepts women on the same basis as men. It allows you to write people engaged in hazardous occupations and with physical impairments.

You have the Lincoln National Life Juvenile Policy for children. It is written on the lives of children, ages one day to 14 years. The Payor insurance feature provides for waiver of further premiums in event of the death or disability of the father.

The Lincoln National Life agent's opportunity to write insurance is greatly increased because he writes them all.

LINK UP WITH THE LINCOLN



## The Lincoln National Life Insurance Company

"Its Name Indicates Its Character"

Lincoln Life Bldg.

Fort Wayne, Ind.

More Than \$485,000,000 in Force

cox was district agent for the company for ten years with H. H. Loughridge, but for several years they have held special representative contracts. Mr. Wilcox will now actively reenter the managerial field, while Mr. Loughridge will continue under a private contract with his own clientele. He has gone to California for two months, on a combined business and pleasure trip. Mr. McPherson has been with a Lincoln company for a number of years.

#### W. S. Owensby

W. S. Owensby has been appointed by the Given & Judd agency of the Kansas City Life, in California to have full charge of the northern part of the state with headquarters in San Francisco. Mr. Owensby was for many years connected with the Western Union Telegraph Company in an official capacity.

#### Harry and Paul C. Patterson

Harry Patterson and Paul C. Patterson, formerly general agents of the Ohio State Life at Anderson, Ind., have moved to Elgin, Ill., where they will represent that company. Harry Patterson was for many years secretary of the Y. M. C. A. at Anderson.

#### F. W. Lindlow

Fred W. Lindlow, who was a member of the Toledo, O., agency staff of the Union Central Life from 1914 until 1924, and then as co-general agent in Toledo for the Equitable Life of Iowa, has rejoined the Union Central Life agency in that city. The agency is headed by S. L. McAfee.

#### M. G. Kissick

Max G. Kissick, for the past two years district agent for the Franklin Life at Fort Worth, Tex., has been made general agent for the company for north Texas and Oklahoma. Mr. Kissick will maintain his offices in Fort Worth and will immediately begin planting agencies in his new territory.

#### V. C. Stetson

V. C. Stetson, secretary of the Oregon Building Congress, has been appointed district manager for the Fidelity Mutual Life and has opened offices at 1017 Northwestern Bank building, Portland, Ore.

#### K. L. Barton

Kimber L. Barton, former sales manager for a shoe company, has been named manager of the St. Paul office of the Mutual Benefit Life.

#### United Life & Accident Changes

The United Life & Accident announces the appointment of the following general agents: C. S. H. Fitzgerald, for northern New Jersey; John H. Zarker, for Harrisburg, Pa., and surrounding territory; Harry D. Priddy, Dayton, O.; Charles F. Caldwell, Canton, O.; Davis & Terry, Trenton, N. J.

#### W. C. Benton

W. C. Benton has been appointed general agent in charge of six Wyoming counties by the Occidental Life. He has served the company in the territory under Manager F. E. Beatty of Great Falls, Mont., for several years.

#### Life Notes

H. D. Keasling has been appointed general agent of the Volunteer State Life at Newport, Tenn.

Joseph B. Pinney, special agent of the John Hancock Mutual Life at Columbus, O., was operated on a few days ago. He is reported to be recovering.

William J. Tafel, assistant cashier at the Detroit office of the Reliance Life of Pittsburgh, has been promoted to cashier of the St. Louis department.

The Bankers Life of Iowa Omaha agency had on June 30 equaled its production up to Nov. 1, 1926. The Omaha production, on a six months' basis, is \$1,152,250 ahead of last year.

The life offices of Campbell, Roberts & Campbell, general agents for the John

Hancock Mutual at Columbus, O., have been moved from the Hartman building to the New Buckeye building.

Raymond J. Gripe, district manager for

the Fidelity Mutual Life at Lafayette, Ind., was married recently at Laporte, Ind., to Miss Lulu Arline Brown. They are now at home in Lafayette.

## EASTERN STATES ACTIVITIES

### CONNECTICUT COMPANY TAX

Total Due July 15, Based on Market Value of Stock Oct. 1, 1926, Is \$979,725

HARTFORD, July 13.—The franchise tax on stock insurance companies doing business in Connecticut, due July 15, will amount to \$979,725. The tax is laid on the market value of shares of stock outstanding Oct. 1, 1926, at a rate of 2 mills. The total taxable valuation of the stock of the 24 stock insurance companies in Connecticut is \$489,862,900. Last year it was somewhat higher and the tax collected was \$1,042,186. The tax which will be paid by some of the larger companies, follows: Aetna (Fire), \$50,000; Aetna Life, \$168,868; Aetna Casualty, \$28,400; Automobile, \$18,000; Connecticut Fire, \$13,000; Connecticut General Life, \$64,000; Hartford Accident, \$10,000; Hartford Fire, \$92,000; Hartford Steam Boiler, \$32,000; National Fire, \$41,400; Orient, 7,000; Phoenix (Fire), \$54,000; Rossia, \$10,240; Security of New Haven, \$9,960; Standard Fire, \$5,610; Travelers Indemnity, \$11,850; Travelers, \$351,000; World Fire & Marine, \$2,800.

#### Effect of Accumulation

Through Warren T. Diefendorf, manager of its Brooklyn office, the Mutual Life recently paid to the beneficiaries of the late John T. Pratt, of New York City, \$350,710. Mr. Pratt, who was one of the wealthy men of the metropolis, secured a policy for \$250,000 from the Diefendorf agency a number of years ago. Instead of taking dividends as they were apportioned Mr. Pratt preferred to have them accumulate, with the result that at the time of his death the additions figured \$100,010, which added to the face of the policy made up the total above mentioned.

#### Pittsburgh Was the Winner

A production of \$1,202,500 in June gave the Bankers Life of Iowa Pittsburgh agency first place among all the agencies and gave the Pittsburgh agency the third monthly million dollar production of its history.

As his agency led all others in June production, so did Joseph Janciar, member of the Pittsburgh agency, lead all salesmen with a personal production of \$259,000. In third place among the stellar June salesmen was another Pittsburgh man, H. G. Johnson.

#### Report on Pittsburgh Business

That 1926 was a good life insurance year in Pittsburgh is shown by the annual report of the Pittsburgh Life Underwriters' Association, with 46 of the 48 companies represented reporting \$489,441,224 of insurance written, an increase of more than \$150,000,000 as compared with 1925. Approximately \$38,000,000 were paid in death claims; \$3,000,000 in endowments, and \$5,000,000 in dividends. Approximately 150,000 persons either took additional insurance or took insurance for the first time.

#### Names Acting Deputy Commissioner

Carville D. Benson, Maryland insurance commissioner, announces the appointment of Hazleton A. Joyce as acting deputy commissioner. Mr. Joyce has served in every capacity, with the exception of commissioner, since his connection with the office 14 years ago. His appointment as acting deputy commissioner makes him eligible for the post of deputy commissioner to succeed the late Wilson L. Coudon. Mr. Joyce is 49 years old and a native of Cambridge, Md.

### WOODS AGENCY CONFERENCE

More Than 500 Attended Annual Gathering of Pittsburgh Office Held at Conneaut Lake

The annual educational conference of the Edward A. Woods Company, general agent in Pittsburgh for the Equitable Life of New York, was held last week at Conneaut Lake. More than 500 delegates and guests attended.

Four business meetings were held with chairmen and subjects as follows: Wednesday, John P. Manion, president of the Equitable Agents Association, "Helping You to Succeed"; Thursday, E. E. Johnson, agent of the Equitable, "Annuities and Pensions"; Friday, William M. Duff, vice-president Edward A. Woods Company, "Investments and Life Insurance"; Saturday, Edward A. Woods, "Helps Offered by the Equitable Society and Woods Company."

Mr. Woods opened the business sessions and introduced the honor guests in addition to making the closing address of the conference. Other speakers during the week were Maj. Thomas I. Parkinson, executive vice-president of the Equitable; John A. Stevenson, second vice-president; Albert W. Atwood, financial writer; Ralph S. Euler, vice-president Union Trust Company, Pittsburgh; A. L. Humphrey, president of the Westinghouse Air Brake Company; Leon O. Fisher, vice-president of the Equitable; Mansur B. Oakes of Indianapolis, president of the R. & R. Service; Mervyn Davis, Henry C. Kranz and G. Powell Hamilton.

#### Agency Supervisors Appointed

C. S. McGavern has been appointed agency supervisor of the Continental Assurance of Chicago traveling out of Erie, Pa. He has been general agent of the company there and will continue the general agency in connection with his field work. C. J. Otto has been appointed agency supervisor traveling out of Johnstown, Pa. He has been connected with the Columbus Mutual Life and the Metropolitan Life.

#### E. D. Luther Honored

E. D. Luther, formerly of Graham & Luther, general agents of the Aetna Life in Brooklyn, was given a farewell luncheon by the agency staff in that city last week. He was presented with a handsome bronze desk set. Mr. Luther has been appointed general agent of the company at New Haven.

#### Stoessel Agency Holds Conference

The Walter J. Stoessel agency of the Connecticut Mutual Life at Springfield, Mass., held a meeting at Camp Elizabeth, on Lake Memphremagog last week. A unique feature of the business program was the talk by James McCarten, mayor of Newport, Vt., and well known bank president, who after his address of welcome consented to act as a prospect in a sales demonstration. Assistant Supervisor of Agencies Holgar Johnson; Gladstone Marshall, assistant actuary and E. C. Sparver, supervisor of publications, represented the home office and gave talks. The other speakers on the program were General Agent Walter J. Stoessel, Associate General Agent Howard C. Shaw, District Agent Francis E. Welch of Rutland, Vt., and Francis L. Merritt. The Chamber of Commerce of Newport, Vt., furnished a program of entertainment at the banquet.

#### Wins on Profits Tax

The Mutual Benefit Life has won in the Supreme Court of the United States

its suit on the tax of 1917 involving the interpretation of invested capital. The supreme court holds that the money paid in for reserves by policyholders is paid in for investment and, therefore, is clearly invested capital. Inasmuch as this construction gave the company enough invested capital to escape the excess profit tax, the court felt it unnecessary to decide whether earnings on the reserve reinvested and added to reserves would come under the head of invested capital.

#### Open Life Department

E. R. Elliott & Co. of Baltimore announce the opening of a life insurance department in connection with their other lines. Elliott & Co. for more than 25 years have represented the Travelers as state agents in casualty and fire lines.

The new life department will be in charge of Edward P. Weedon, Jr., who has been engaged in agency work and personnel production for the Equitable of New York and the Travelers for 18 years.

## MISSISSIPPI VALLEY

### NEW BUSINESS IN ILLINOIS

Figures Showing the Results of Last Year's Operations for the Various Groups

The new ordinary business of Illinois companies in their home state last year amounted to \$112,610,716. The amount in force is \$486,430,150. The group insurance written by Illinois companies in Illinois last year amounted to \$21,578,274 and the industrial \$5,995,722. The Illinois Life was the leader in ordinary business, its figure being \$15,382,467. The Peoria Life reported \$12,157,510. The Federal wrote \$12,909,001. The Chicago National Life wrote in group insurance \$20,608,000 in Illinois last year and \$6,274,358 of ordinary.

#### Other State Companies

Other United States companies wrote in the state last year in ordinary \$814,566,238, group \$248,653,594 and industrial \$229,576,602. The total ordinary in force is \$4,410,170,182 for these companies in the state. The leaders in new business were the Aetna Life which wrote \$32,191,919 ordinary and \$82,330,780 group; Bankers of Iowa \$15,591,207 ordinary; Equitable N. Y. \$84,819,720 ordinary, \$29,005,551 group; the John Hancock \$22,374,900 group, \$12,153,075 industrial and \$18,302,709 ordinary; Massachusetts Mutual \$27,370,085; Metropolitan \$46,881,936 group, \$73,904,492 industrial and \$86,749,421 ordinary; Mutual Life of New York \$57,799,357; New York Life \$85,126,184; Northwestern Mutual \$37,265,370; Penn Mutual \$22,228,357; Prudential group \$7,235,498, industrial \$95,648,913; ordinary \$63,349,729; Travelers, group \$54,728,249, ordinary \$46,146,382.

#### Canadian Companies' Figures

The Canadian companies wrote in new ordinary business in the state last year \$18,582,588 and group \$12,184,684. The Sun Life led in ordinary, its figure being \$10,914,934. The Canada Life was next with \$5,463,411. The Canada Life led in group with \$11,288,684.

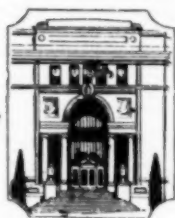
#### C. A. Walker Returns East

Carlton A. Walker, agency assistant in the home office of the Phoenix Mutual Life, made a brief visit at the company's Chicago branch office, headed by Robert Judd, early this week, on his way east from the Pacific coast. Mr. Walker has just concluded a six weeks tour of the coast for the company.

#### Agency Honors Embry

The western Missouri and Kansas agency of the Equitable Life of New York conducted a special production campaign in June, in honor of A. M.





The Doorway

To Opportunity

*The Doorway to Opportunity  
Leads to*

## Northwestern National Service

1. SALARY SAVINGS
2. NON-MEDICAL
3. SUBSTANDARD SERVICE
4. GROUP INSURANCE
5. LOW RATIO OF REJECTION  
(less than 2%)
6. LIBERAL DISABILITY CLAUSE
7. AGE LIMITS 1-65
8. BEST INVESTMENT POLICIES
9. LOW NET COST

Every convenience that modern life insurance  
affords given to agent and policyholder.

## NORTHWESTERN NATIONAL LIFE INSURANCE COMPANY

O. J. ARNOLD, President

Minneapolis, Minn.

## THE COLUMBIAN NATIONAL LIFE INSURANCE COMPANY

BOSTON, MASSACHUSETTS

Arthur E. Childs, President

*Columbian National Agents can  
offer the best in*

LIFE, ACCIDENT, AND HEALTH INSURANCE

*Columbian National Policies  
make selling easier*

Policies backed by one of the very strongest companies in the country, having ample capital, surplus and highest standard of reserves. Exceptional opportunity is offered to salesmen of character and ability. Communicate at once with  
AGENCY DEPARTMENT,  
77 Franklin Street, Boston.

## NYLIC INCENTIVES and AIDS TO SUCCESS

# --NYLIC CLUBS--

THIRTY YEARS AGO the New York Life founded its D. S. O., the \$200,000 CLUB, as an incentive to Distinguished Service. It also provides every candidate with a definite, minimum, self-imposed task and yard-stick.

[Term insurance does not count. Semi-annual and Quarterly business is credited \$500 and \$250, per \$1,000, only as each premium instalment is paid.]

Every year since its foundation this Club has played an important part in the growth of hundreds of earnest agents.

*Its greatest service has been to inspire average agents to reach, and remain on, a plane of success.*

*Last year 930 Nylic agents qualified for the \$200,000 CLUB with a total paid production of over 312 Millions and 236 of these agents paid for \$400,000 or more.*

The CLUB has grown so large that the TOP CLUB, requiring a minimum of \$400,000, has recently been established.

To those capable of still bigger things the TOP CLUB offers another incentive of LEADERSHIP with special honor-rewards of the Presidency, 5 Vice-Presidencies-At-Large and 12 Departmental Vice-Presidencies for those who head the great list.

Annual Educational Conferences for Club members furnish inspiration as well as practical sales-and-service-information.

Club membership helps the agent's mental attitude and his professional equipment, while the larger production helps his pocketbook.

Is it any wonder that, measured by usual standards, Nylic agents are industrious, persistent, satisfied and happy?



New Home Office Building  
now being erected on the site  
of the famous old Madison  
Square Garden

NEW YORK LIFE INSURANCE COMPANY  
346 BROADWAY, NEW YORK

DARWIN P. KINGSLEY, President

## THE UNITED STATES LIFE INSURANCE COMPANY

In the City of New York

Organized 1850

Over 71 Years of Service to Policyholders

Non-Participating Policies Only

Good territory for personal producers, under direct contract

HOME OFFICE: 105-107 Fifth Avenue, New York City

A best book for beginners, a review book for experienced men, a book that every life insurance man should have—Jacob A. Jackson's "Easy Lessons in Life Insurance," \$1.50, including Quis Book supplement. The National Underwriter, 1283 Insurance Exchange, Chicago.

Embry, manager at Kansas City, with the result that June was the biggest paid month in the history of the agency. With 141 agents scoring, 740 applications were written for a total of \$3,640,000. Mr. Embry was given an enforced vacation by the managerial force of the agency for the month of the contest, and the entire production was made without his direction.

#### Entertains Trust Officers

The Stratford Lee Morton agency of the Connecticut Mutual Life in St. Louis was host to the trust officers of various St. Louis trust companies and banks at a luncheon there last week.

Mr. Morton and other speakers discussed the question of trust company and life insurance cooperation. Mr. Morton is recognized as a national authority on this subject and has discussed it before 15 different life underwriters' associations.

#### Shaw Visits Milwaukee

Walter F. Shaw, assistant superintendent of agencies for the Mutual Life of New York, visited the Wisconsin agency of the company, under the management of Gifford T. Vermillion, at Milwaukee, last week. Mr. Shaw is making a tour of some of the branch offices of the company.

### SOUTHERN FIELD

#### CHANGE MADE IN RICHMOND

**Drewry & Daingerfield, General Agents of Connecticut General, Have Given Over This Connection**

W. S. Drewry and George W. Daingerfield, for the last six years general agents at Richmond, Va., for the Connecticut General under the title of Drewry & Daingerfield, will give up the connection probably about Aug. 1. They have yet to announce their plans for the future. J. L. Cole, assistant superintendent of agencies, was in Richmond last week. Asked regarding reports that the company was planning to establish a branch office there, Mr. Cole said that he preferred making no statement at that time. Before connecting with the Connecticut General, Mr. Drewry was general agent at Richmond for many years for the Mutual Benefit.

#### Salesmanship Club Honors Harris

Henry Camp Harris, active vice-president and agency director of the National Security Life of Wichita Falls, Tex., was honor guest at the weekly meeting of the Salesmanship Club in Dallas a few days ago. The club was organized by Mr. Harris some years ago and the dinner given at the recent meeting was complimentary to his new position in the north Texas city. Mr. Harris for 15 years has been connected with the life insurance business in Dallas. He announced that while his headquarters would be in Wichita Falls he would be in Dallas frequently, since he is to establish a branch office in that city to take care of the business in north and east Texas.

#### Home Life Reports Gain

The Home Life of Arkansas reports a gain of 7 percent for the first six months of 1927. Vice-President and Agency Manager J. J. Harrison reports Arkansas life insurance sales for all companies 15 percent off for the first six months.

#### Rockwell School for Houston

The Rockwell Life Insurance School will be held in Houston, Tex., in March or April of next year. That was decided by the board of directors of the Houston Life Underwriters Association at a meeting a few days ago. Dr. Rockwell conducted his first school there in

1926 and the news that he is to return in 1928 was received with pleasure by the life insurance men of south Texas. Already the local life underwriters association is making plans for assuring success for the school. It is expected more than 100 students will be enrolled for the course.

#### Apply Seven-Year Rule in Virginia

Under the Virginia law, a man is presumed to be dead when he has been missing for seven years or more and no trace of his whereabouts has been gleaned in the meantime. Claiming that her husband, William J. Botto, who disappeared in January, 1919, was legally dead, Mrs. Mary L. Botto of Richmond brought suit on a \$1,000 policy in the Metropolitan Life. The company

claimed that Botto was seen in Richmond in 1925. A jury decided that the plaintiff was entitled to the full amount of the policy.

#### Texas Department Hand Book

Handbooks containing a certified list of all companies and corporations under the jurisdiction of the state insurance commission will be available Sept. 1. Commissioner R. L. Daniel is compiling the data for the publication. This year there are approximately 1,200 companies, including fire, life, and accident insurance, building and loan associations, local mutual aid and trust companies under the department.

Licenses have been issued to 603 fire, life and accident companies in Texas so far this year.

## PACIFIC COAST AND MOUNTAIN FIELD

#### TO TAKE OVER OLD COMPANY

**Northwestern Mutual Accident of Seattle Merged With Northwestern Life & Accident**

SEATTLE, WASH., July 13.—Merger of the Northwestern Mutual Accident Association of Seattle with the Northwestern Life & Accident is announced by President T. C. Brownlee. Under the same management, the former company, a mutual, has concentrated on accident and health business, while the latter, a stock company, has written life business only since its organization a year ago. The combined company will immediately inaugurate a campaign for life and accident and health business in the Coast states. The Northwestern Life & Accident is already operating in Washington and will shortly enter California and Oregon, President Brownlee announces.

#### Ruling on California Bill

In an opinion to Commissioner C. R. Detrick of California on recently enacted Senate Bill 701 governing the licensing of general brokers for the purpose of writing life insurance, Deputy Attorney-General Riordan points out that the bill was inaccurately drawn and fails of its purpose, referring to agents rather than brokers. Concluding, he says: "Under the law as it now exists a duly licensed broker who negotiates a contract of life insurance is entitled to collect a commission and I am of the opinion that there is nothing in the present act that prevents an agent of a life insurance company from paying the whole or any part of a proper commission to a duly licensed broker who negotiates a contract of life insurance."

#### Five Brothers Take \$25,000 Each

E. W. Steffen, district manager at Pullman, Wash., for the Kansas City Life, made an unusual record in June. He wrote five brothers for \$25,000 each. They are Aloys, Bill, Joe, Ed and Paul Reisenauer. The brothers own and operate a 7,000-acre farm and are known as the most successful wheat growers in the state of Washington. Mr. Steffen wrote a total of \$153,500 in June.

#### Enters General Agency Field

The Insurance Finance Corporation of Hollywood, Cal., has entered the general agency field, with Fred C. Taylor as manager. It is owned by stockholders of the Mountain States Life, which now has its home office in Hollywood, and was organized primarily as a bond and investment company. Leslie E. Hubbard, vice-president and general counsel of the Mountain States Life, is president of the corporation. It will write all lines of insurance.

Mr. Taylor has been in the insurance investment business for more than 16 years, having served as manager in Montana for the Crum & Forster group of fire companies; general manager of

the Fred C. Taylor Company of Portland, Ore., general agent in San Francisco for the Home companies of Arkansas and more recently in the mortgage loan business in Los Angeles. The corporation will have offices in the Guaranty building at Hollywood, where the Mountain States Life is located.

#### New Offices for Jefferson Standard

The Jefferson Standard Life of South Carolina plans to open several district offices in California about Sept. 1, according to announcement in San Francisco last week.

#### Has New Educational Course

The Western States Life of San Francisco has announced a new copyrighted education course created by its manager of field service, C. W. Holle-

baugh. The new course is in 12 sections and is designed to equip a new agent quickly for field work, as well as to give all agents a thorough knowledge and foundation of life insurance fundamentals.

#### Callihan Gives Courses on Coast

Tressler W. Callihan, educational director of the John Hancock Mutual Life, is conducting an extensive educational course at the Harold G. Saul agency of the company in Los Angeles. Mr. Callihan expects to visit San Francisco, Seattle and Portland, in each of which cities he will conduct similar schools.

#### Union Labor Life Licensed

License to operate in California was granted to the Union Labor Life last week by Commissioner Detrick. John A. O'Connell, secretary of the San Francisco Labor Council, is named general agent.

#### Transfer Northwest Territory

Following the appointment of L. F. Larson as general agent for the Northwestern Mutual Life at Portland, Ore., the company has transferred Baker, Union and Wallowa counties from the Portland jurisdiction to that of E. A. Crooks, general agent at Boise, Ida.

#### Western States Supervisors Meet

The agency supervisors, agency directors and organizers of the Western States Life held their regular semi-annual conference at the home office in San Francisco, July 6-8. Instructions in the fundamentals of life insurance salesmanship were given, followed by a survey of the duties and responsibilities of the agency leader as they pertain to the obtaining, retaining and training of agents.

## IN THE ACCIDENT AND HEALTH FIELD

#### POLICY CHANGES ARE MADE

**Continental Casualty Announces Revision of Forms and Rates in Accident and Health Department**

The new rates on monthly payment accident and health insurance announced some time ago by the Continental Casualty will take effect July 20. The rates on the "advance," "sterling" and "popular" series only have been changed. Rates on practically all combinations containing health insurance have been raised owing to the constant increase in sickness claims. There are reductions as well as increases in new rates, however, especially on those for additional principal sum and for accident coverage only. On the basis of experience, rates on all combinations for \$100 monthly indemnity and less are favored as against the higher amounts. The number of classifications has been reduced by combining several classes.

A new policy, "advance form 214-A," supersedes the present form 214. The hospital benefit for illness has been increased from 25 percent to 50 percent and the clause giving the company the privilege of cancellation has been eliminated and a slight change in phraseology made so that the policy will be noncancellable for the period for which premium has been accepted by the company. This policy eliminates the first seven days of disability due to sickness or accident, but a rider may be attached to cover from the first day for accident and eliminate the first week of illness or another rider may be attached to cover from the first day for both sickness and accident.

The "sterling policy form 247" will be discontinued and "sterling form 247-A" will supersede it. The new form will be noncancellable for the time for which premium has been accepted by the company.

The following policy forms will be discontinued July 20: Advance form

213, Advance form 183, new Apex form 178-B, Pioneer form 43-A, Golden Rule form 39-B and Old Miners' forms 21 and 22.

#### Objects to Furnishing Experience

It is expected that at the next meeting of the Bureau of Personal Accident & Health Underwriters there may be some lively discussion over the refusal of one of the big companies to furnish its accident experience. At a meeting some time ago, when the companies were called upon to give their experience, an official of the protesting company stated that it had been at considerable pain and expense to acquire this experience and that it did not believe it was warranted in furnishing it to competitors. The head of the accident department of one of the large companies threatened to withdraw from the bureau. It is likely that the bureau will insist on all companies that are members complying with the demand or getting out.

#### Dr. Morris Fishbein to Speak

Dr. Morris Fishbein, editor of the "Journal of the American Medical Association," will be one of the principal speakers at the International Claim Association convention to be held in the King Edward hotel, Toronto, Sept. 12-14. His subject will be "Fads and Quackery in Medicine." Dr. H. W. Dingman, medical director of the Continental Casualty and the Continental Assurance, also will address the convention. An interesting feature of the convention will be an open forum discussion of subjects pertinent to handling claims. The program will not be completed for some weeks.

#### Harris Made Supervisor

R. E. Harris has been appointed agency supervisor of the Continental Casualty, specializing on commercial accident and health. He travels out of the home office in Chicago. He was formerly with the Travelers.



W. L. MOODY, JR. President  
SHEARN MOODY Vice President  
W. L. MOODY, III Vice President  
T. L. CROSS Vice President  
W. J. SHAW Secretary

## AMERICAN NATIONAL INSURANCE COMPANY

HOME OFFICE:

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OVER \$400,000,000 INSURANCE IN FORCE

We Have Openings for Live Men in

California	Michigan	Tennessee
Colorado	Minnesota	Texas
Georgia	Missouri	Virginia
Kansas	North Carolina	Washington
Kentucky	South Carolina	West Virginia

Liberal First Year and Renewal Commissions  
Up to Date Policies—Non Medical—Group and  
Special Low Premium Plans Offering  
New and Attractive Features.

If Interested Address

AMERICAN NATIONAL INSURANCE CO.

Agency Manager, Ordinary Department  
GALVESTON, TEXAS

## Your Opportunity

### Agency Supervisor - - - General Agent

One of the few progressive, mutual, old line legal reserve companies located in the Middle West, a company with an established record of dividend payments, now issuing an attractive, up-to-the-minute line of policies, with a broad program of growth and expansion, has just entered and is now prepared to make some excellent agency connections in

## COLORADO

We are only interested in high class, experienced men preferably, but not necessarily acquainted with Colorado territory, with ability to train, organize and build an agency along substantial lines whose records will bear closest investigation.

Proposition can be worked out on general agency or agency supervisor basis. Tell us the whole story in your first letter, giving complete information concerning yourself whether interested in a general agency, or an agency supervision position, and if the latter, state salary at which you would be willing to start.

Communicate with us in strictest confidence with details looking to a personal interview.

Address B-43, Care The National Underwriter.

## Think It Over!

The Summer is here, vacations are close by and consideration of business changes is deferred until the Fall. This gives you ample time in which to weigh the advantages of life insurance salesmanship as against the salaried position in office or shop,—to contrast outdoors with indoors, freedom with timeclock, income limited only by your industry and intelligence with income fixed by the market price for clerical labor, mental broadening with mental stagnation, business prestige with business submission. Consider these things carefully during the Summer months, and make up your mind that when Fall comes you will enter the larger life.

The PENN MUTUAL welcomes men and women who have ideals, are ambitious, and, above all, who are industrious.

The Penn Mutual Life Insurance Company  
Philadelphia, Pa.

Founded 1847

## REAL OPENINGS for GENUINE WORKERS

— those who know that only intelligent endeavor secures applications in volume and understand that advancement comes surest through strong effort, can learn of advantageous opportunities, either as solicitors or Agency Managers, now awaiting suitable applicants. Plenty of chances in various parts of the country.

## UNION MUTUAL LIFE INSURANCE COMPANY PORTLAND MAINE

Do you make use of the medium thru which you can reach thousands of interested insurance men? National Underwriter want ads are result getters. One inch, one column wide, one time, Five Dollars. 1362 Insurance Exchange, Chicago.

13

## THE SECURITY LIFE INSURANCE CO. OF AMERICA

O. W. JOHNSON, PRESIDENT

WITH

Insurance in Force.....Over Fifty Million  
Assets.....Over Six Million

AND THAT HAS

Paid Policyholders since organization.....Five Million

WANTS—General Agents and Managers in 17 states

Contract—Commissions or commissions and expense allowance

Address: S. W. Goss, Vice-President, 134 N. La Salle St., Chicago, Ill.

## George Washington Life Insurance Company

CHARLESTON, WEST VIRGINIA

HARRISON B. SMITH, President

presents opportunity for liberal contracts covering definite territory with Home Office registry and with power of appointment of sub-agents.

The States of West Virginia, Virginia, Ohio, Kentucky, Tennessee, South Carolina, North Carolina, Georgia, Michigan, Oklahoma and Washington.

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ERNEST C. MILAIR, Vice-President and Secretary



The new but tried ideas in the A. & H. Review will prevent the usual slump this summer!

Accident & Health Review,  
1362 Insurance Exchange Bldg.,  
Chicago, Ill.  
Please enter my subscription for one year  
at \$2.00 and send bill.  
City.....State.....  
Address.....  
Name.....

## NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem." Published Annually in May and April respectively. PRICE, \$4.00 and \$2.00 respectively.

### CHANGES BY ILLINOIS LIFE

New Rate Book Shows Additional Policy Forms and Revisions in Old Contract Provisions

The new rate book issued by the Illinois Life shows a number of changes. Under the guaranteed additions group of policies the paid up additions and other values have been increased. Under the premium reduction policies the guaranteed reduction in premium beginning with the second year has been increased. The contributions to the survivorship investment fund have been increased on all forms of survivorship investment policies. The rate for the income disability benefit has been increased. The new book shows rates and values on the following new forms: 25 payment life, 30 payment life, 25 year endowment, child's endowment at age 18 with graded death benefits; rates on odd term endowments for 9, 11, 12, 13, 14, 16, 17, 18, 19, 21 and 22 years. The new book also shows rates down to age 10 on all standard forms except term, endowment at age 85, and the group of policies known as "xx." Following are the rates at five year age intervals on the 25 payment life, 30 payment life, 25 year endowment and 30 year endowment:

	25-Pay Life	30-Pay Life	25-Yr. End.	30-Yr. End.
10	\$18.13	\$18.38	\$32.78	\$27.33
15	19.42	17.54	34.03	27.62
20	20.98	18.98	34.38	28.01
25	22.87	20.73	34.84	28.59
30	25.20	22.92	35.56	29.20
35	28.10	25.72	36.17	29.79
40	31.83	29.42	37.47	32.70
45	36.81	34.49	41.62	36.48
50	43.68	.....	46.68	.....

### Great Northern Life

The Great Northern Life is now issuing a new 12-year term policy which is convertible to other forms within eight years without medical examination. The policy is written in one unit only, \$2,500. The rates are on a quarterly basis and are figured for the \$2,500 policy. Premiums are accepted only on the quarterly basis but any number of quarterly premiums may be paid in advance. In case of death within the first four months of the policy, one-half the face of the policy is payable as a death claim. The policy provides a 31 days' period of grace for the payment of every premium after the first. If death occurs during the grace period, the overdue premium will be deducted from the amount payable but no deduction will be made for any unpaid quarterly premium to complete the year. Total permanent disability benefits will not be written with this policy but double indemnity certificates may be added for a quarterly premium of \$1.25 at all ages. The policy is not written on the lives of women, and on men only between ages 20 and 50. No medical examination is required, but the company reserves the right to call for a medical examination. Following are the quarterly premiums for the unit of \$2,500 without double indemnity benefits:

Age	Prem.	Age	Prem.	Age	Prem.
20	\$ 6.57	31	\$ 7.44	42	\$10.20
21	6.62	32	7.57	43	10.73
22	6.68	33	7.71	44	11.35
23	6.74	34	7.87	45	12.02
24	6.81	35	8.05	46	12.78
25	6.87	36	8.24	47	13.63
26	6.95	37	8.45	48	14.57
27	7.03	38	8.70	49	15.64
28	7.12	39	8.98	50	16.82
29	7.22	40	9.29		
30	7.32	41	9.72		

### Union Central Life

The Union Central Life announces its willingness to issue annuity waiver disability not exceeding \$10,000, or waiver of premium disability not exceeding \$25,000 to self-supporting unmarried women and widows at minimum age 18, but in no case must combined disability exceed \$25,000.

### REDUCED RATES ARE SHOWN

Minnesota Mutual Life Issues New Book Showing Revisions on Various Policy Forms

The Minnesota Mutual Life has issued a new rate book which shows reductions in rates on many policy forms. Following are the new rates without disability or double indemnity benefits, on continuous premium endowment at age 85, 30 payment endowment at 85, 30 payment endowment at 85, endowment at 65, 30 year endowment and 20 year endowment forms:

Cont. End. 85	30 Pay End. 85	20 Pay End. 65	30 Pay End. 65	20 Pay End. 65
15 \$15.89	\$19.47	\$23.99	\$18.00	\$29.35
16 16.19	19.75	24.34	18.42	29.43
17 16.52	20.07	24.72	18.86	29.52
18 16.86	20.39	25.10	19.33	29.62
19 17.21	20.73	25.50	19.83	29.72
20 17.57	21.08	25.91	20.34	29.83
21 17.96	21.44	26.35	20.90	29.96
22 18.36	21.81	26.79	21.48	30.08
23 18.79	22.20	27.25	22.09	30.21
24 19.23	22.62	27.73	22.74	30.36
25 19.70	23.05	28.24	23.43	30.53
26 20.19	23.50	28.76	24.15	30.70
27 20.71	23.90	29.30	24.92	30.89
28 21.25	24.46	29.87	25.74	31.10
29 21.83	24.98	30.47	26.61	31.33
30 22.44	25.52	31.09	27.55	31.57
31 23.07	26.10	31.72	28.54	31.85
32 23.75	26.70	32.40	29.59	32.15
33 24.45	27.33	33.10	30.72	32.48
34 25.21	27.99	33.84	31.94	32.85
35 26.00	28.69	34.60	33.25	33.25
36 26.84	29.43	35.40	34.62	33.67
37 27.73	30.22	36.23	36.16	34.16
38 28.67	31.05	37.12	37.74	34.70
39 29.68	31.94	38.05	39.51	35.29
40 30.73	32.88	39.03	41.40	35.94
41 31.85	33.86	40.04	43.45	36.64
42 33.05	34.93	41.13	45.70	37.44
43 34.31	36.06	42.26	48.15	38.30
44 35.67	37.28	43.48	50.84	39.27
45 37.11	38.58	44.74	53.79	40.31
46 38.64	39.97	46.11	57.07	41.47
47 40.27	41.46	47.54	60.68	42.74
48 42.02	43.06	49.06	64.74	44.13
49 43.89	44.76	50.69	69.27	45.65
50 45.88	46.60	52.42	74.40	47.31
51 48.01	.....	54.26	80.22	.....
52 50.26	.....	56.21	86.88	.....
53 52.69	.....	58.31	94.63	.....
54 55.27	.....	60.54	103.70	.....
55 58.03	.....	62.94	114.51	.....
56 60.98	.....	65.51	.....	68.76
57 64.14	.....	68.26	.....	71.08
58 67.51	.....	71.21	.....	73.60
59 71.16	.....	74.39	.....	76.38
60 75.05	.....	77.81	.....	79.42

### Aetna Life

The Aetna Life hereafter will not grant waiver of premium and monthly income for permanent and total disability on insurance issued on the non-medical plan. This ruling applies both to the regular non-medical application for \$5,000 maximum and to those for \$10,000 maximum where an examination has been made in two years. The disability clause which provides for waiver of premium alone may still be applied for on the non-medical application. In case of where an accepted medical examination has been made within 60 days an exception will be made to the rule against income benefits for total and permanent disability.

### Equitable of New York

The Equitable of New York has changed its rule with regard to the interest charge for postponed payments of single premiums so that hereafter no interest will be charged if the funds for the premium are received by the agency cashier or at the home office within ten days of the register date. Heretofore no interest has been charged on certain contracts provided settlement is made with the cashier at the home office within 60 days of the register date of the contract. The new ruling applies only to certain single premium policy forms.

### Missouri State Life

The Missouri State Life has just put out a new policy with life income at age 65. If the assured lives to age 65 it pays him a life income of \$10 per month

with 120 payments guaranteed. The policy differs somewhat from the company's endowment at age 65 years by stressing the income at age 65 years a little more heavily. It also has a maturity cash value of \$1,263 compared with \$1,000 for the endowment at age 65 form. The total and permanent disability clauses of the new policy cover disability occurring at any time prior to age 65 instead of 60 in the company's general forms. The total and permanent disability payments cease at age 65 when the life income payments start.

## NEWS OF FRATERNALS

### CONGRESS SPEAKERS LISTED

Program for National Fraternal Gathering in Boston Aug. 16-18 Is Announced

An interesting program of addresses has been arranged for the three-day convention of the National Fraternal Congress to be held at the Hotel Statler, Boston, Aug. 16-18. The meetings of the various sections of the congress will be held Aug. 15. John C. Snyder, president of the National Congress, announces the following as some of the speakers: Mayor Malcolm E. Nichols of Boston and Governor Alden T. Fuller of Massachusetts, both of whom will deliver addresses of welcome; Commissioner Wesley E. Monk of Massachusetts, who will speak on a subject relating to fraternal insurance; United States Senator David I. Walsh and Dr. George H. Bigelow, Massachusetts commissioner of health. Dr. Henry A. Baker, medical director of the Kansas City Life, will speak on the acceptance of non-medical applications.

Under the direction of Henri T. Ledoux, the New England Fraternal Congress will entertain the visitors. A reception and ball will be held in the hotel Aug. 15, and on the evening of the following day a boat trip will be made to Nantasket Beach, where a shore dinner is to be served. On the afternoon of the last day of the convention the visitors will be taken on a sightseeing trip through Boston, Lexington and Concord.

### Call Burial Associations Fraternals

Following the ruling of the Oklahoma insurance board that burial associations come under the jurisdiction of the department of insurance, the first association of this character was chartered and has applied for license to operate in Oklahoma City. It will operate as the Loyal Order of Pyramid Builders. This form of insurance is classified by the board under fraternals.

## LOCAL ASSOCIATIONS

**Houston, Tex.**—At a recent meeting of the Houston association the following officers were elected: E. D. Shepherd, Union Central, president; John H. Rose, Reliance Life, vice-president; W. C. Smedes, Travelers, second vice-president; Adolph Westheimer, Pacific Mutual, secretary-treasurer. Mr. Shepherd succeeds H. C. Hewett of the Northwestern National as head of the organization.

**Greensburg, Pa.**—S. B. Reyburn of the Equitable Life of Iowa was elected chairman of the Greensburg branch of the Pittsburgh Association at its last meeting. Spencer Free of the Reliance Life was reelected secretary. Officers will be installed later this month.

**Washington, Pa.**—At the monthly meeting of the Washington branch of the Pittsburgh association, Roger Patton, chairman of the branch, presided, and introduced Walter B. Anderson, who had charge of the meeting.

John Edgecomb, manager of the Pittsburgh office of the Metropolitan Life, delivered the principal address on "The Profession of Life Insurance." Following his talk a question box was conducted by Donald A. Stevens, C. E.

Shimp was appointed by Chairman Patton to have charge of the next meeting.

**Spokane, Wash.**—The Spokane association elected the following officers at its recent annual meeting: J. J. Gregory, Northwestern National Life, president; S. H. Richardson, Equitable of New York, vice-president; H. M. Weed, Aetna Life, secretary; R. G. Jones, New World Life, assistant secretary; I. Monroe Robertson, Pacific Mutual Life, treasurer.

The following were elected to the executive committee: Ralph Edgerton, Pacific Mutual Life, retiring president, chairman; C. C. Norton, New York Life; Paul Weyrauch, Oregon Life; H. R. Sessions, Metropolitan Life, and Elmer Watson, Travelers.

George B. Van Arsdall, field instructor of the Equitable of New York, was the principal speaker at the meeting. Dr. Van Arsdall has been conducting a school in salesmanship for the Spokane agency staff of the Equitable of New York.

## WITH INDUSTRIAL MEN

### CHANGES BY JOHN HANCOCK

Promotions and Transfers in Various Parts of Country Are Announced at Home Office

The following named men have been promoted by the John Hancock from agents to assistant superintendents in the districts of their service: James O'Hagan, Springfield, Ill.; Rudy W. Weber, St. Paul, Minn.; Charles A. Shanley, Newark, N. J.; Charles Rao, Whittinsville, Mass.; John P. O'Connell, Hartford, Conn.; Samuel A. Jay, Roxbury, Mass.; Joseph M. Murphy, Jamaica, L. I.; Arthur H. Larsen, Oakland, Calif.; Fred L. Mullen, Chicago III.; Walter Landgraf, New York V.; George J. Gold, Hoboken, N. J.; Wm. A. Brown, Louisville, Ky.; Emil F. Pelton, Detroit V.; Israel Cohen, Hoboken, N. J.; Corbin S. Martin, Detroit II; Frank P. Edelstein, Jamaica; Henry Fleckenstein, New York V.; John J. Kenny, Grand Rapids (Kalamazoo detached); Burnett Rosnov, Brighton; Sebastian M. Lovergine, Flushing, L. I.

The following have been promoted and transferred: Antonio A. Bergeron, from agent at Portland, Me., to an assistant at Manchester (Dover detached); Frederick A. Whitten, from agent at Roxbury, to assistant superintendent at Waltham, Mass.; Albert Levy, from agent at New York VI, to an assistant at Orange, N. J.; Leo V. O'Neill, from agent at Roxbury, to assistant superintendent at Germantown, Pa. (Norristown detached); James B. Kennedy, from agent at Utica, N. Y., to assistant superintendent at Erie, Pa.; Alphonse Allaire, from agent at Brighton, to assistant superintendent at Portland, Me. (Lewiston detached).

The following assistants have been transferred: Abe A. Bolotin, from Chicago V to Chicago I; William Gavronsky, from Elizabeth to New Brunswick detached, same agency; Edward L. Walsh, from assistant at New Brunswick detached to Elizabeth proper; Gustaf C. Beck, from Louisville to Grand Rapids, Mich.; Joseph C. Mulligan, from Kalamazoo detached to Muskegon detached of Grand Rapids agency.

Other changes are: Lawrence W. Dean, from assistant cashier at Manchester, N. H., to cashier at Burlington, Vt.; John W. King, from cashier at North Adams, to same position at Waltham; John F. Power, from training cashier at Waterbury, to cashier at North Adams; Albert Nordman, Jr., from training cashier at Indianapolis, to cashier at Columbus, O.

### Unite to Get Reduced Rate

The Blue Goose and the American Life Convention, which hold their annual meetings in Dallas, Tex., the same week, have united to secure the reduced fare of one and one-half fare for their meetings. The grand nest meeting of the Blue Goose will be held Oct. 23-27, while the American Life Convention meeting will be Oct. 26-28.

Secretary Claris Adams of the American Life Convention, and Paul E. Rudd, grand wielder of the Blue Goose, are in communication with each other about the reduced fare, and will strive to bring it about with the railroads.



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You want a REAL job  
You believe in yourself  
A friendly interest is needed  
Close co-operation is necessary  
Territory does make a difference

Write or wire: S. M. CROSS, President

**COLUMBIA LIFE**  
INSURANCE COMPANY  
Cincinnati, Ohio

**TWENTY YEARS**  
and the  
**CONFIDENCE of**  
**POLICYHOLDERS**  
assure  
**OUR AGENTS**  
**THEIR OWN FUTURE**  
is SECURE

Write for

**"FOURTEEN POINTS"**

A. M. Hopkins, Mgr. of Agencies  
**PHILADELPHIA LIFE**  
INSURANCE COMPANY  
111 North Broad Street  
PHILADELPHIA, PA.

## YOUR OPPORTUNITY

A rapidly growing company, on a rock bottom foundation, is offering for a short period, an unusual opportunity to keen men of organizing and selling ability. Our State Agent contract and General Agency contracts give you the opportunity you have been looking for. This company has openings in Missouri, Iowa, Illinois and Minnesota. Assurance of integrity and recommendations required. Give full history of past and present avocations in first letter. If possible, forward recent photograph. All correspondence will be held in strict confidence. All contracts will be personally supervised by President. Address Lock Box 320, Lincoln, Nebraska.

## EIGHTY-FOUR YEARS

Honorable Dealing with the Public, Through an Agency Force of Selected and Trained Men, has Formed the Character that Explains our Reputation.

**NEW ENGLAND MUTUAL**  
**LIFE INSURANCE COMPANY**

BOSTON, MASS.

## Thirty-two Years of Personal Service

HAS GAINED THE CONFIDENCE OF OUR POLICYHOLDERS  
and Enabled Us to Build an Organization of Which  
Everyone Connected with It Is Mighty Proud.

THE GLOBE GROWS GREATER, SAFER, AND BETTER  
EACH YEAR.

**GLOBE MUTUAL LIFE**  
INSURANCE COMPANY OF CHICAGO

T. F. BARRY, FOUNDER

POSE BARRY DIETZ  
President

WILLIAM J. ALEXANDER  
Secretary

## GENERAL AGENTS

If You Are Looking For A PERMANENT Connection  
With A PROGRESSIVE Company  
Write The Home Office For Your Copy  
Of The March Issue Of The SHIELD

This Publication Will Give You An Idea of The Company's Growth And Accomplishments  
Since Its Organization

If This Appeals To You, Our General Agency Contract  
For Openings In Ohio, Indiana, Illinois, Kentucky,  
Pennsylvania, West Virginia, Tennessee, Louisiana and  
District of Columbia

WILL SELL ITSELF

**THE FEDERAL UNION**  
**LIFE INSURANCE COMPANY**

4 East Ninth Street, Cincinnati

FRANK M. PETERS, President and General Manager of Agencies

## SERVICE and CO-OPERATION

is our plan for the building  
of this Company.

WE KNOW YOUR PROBLEMS; THEREFORE  
WE CAN MAKE IT PROFITABLE TO YOU

If you are looking for  
an agency connection  
write

**MODERN LIFE**  
INSURANCE COMPANY

of Minnesota

St. Paul

Minnesota

C. D. MACLAREN  
President

M. A. NATION  
Vice President and General Manager

## Security—

When the Mutual Benefit was organized in 1845 there were only a few Life Insurance Companies in the United States. Through the Wars, Panics and Epidemics of all these years, it has always stood safe and secure as a foremost disciple of Pure Life Insurance.

**The Mutual Benefit Life Insurance Co.**  
Newark, N. J.

Organized 1845

# ROYAL UNION LIFE INSURANCE COMPANY

DES MOINES, IOWA



Royal Union Life Building  
Cor. Seventh and Grand Ave.,  
Des Moines, Iowa

## LIFE INSURANCE FOR CHILDREN

Approximately one-third of the population of our country is made up of children under fifteen years of age.

One-third of the possible prospects for life insurance in every community are, therefore, children.

Royal Union salesmen can write children from one day old and up.

Our Juvenile Contracts go automatically, without re-examination, into full benefit at age five.

# ROYAL UNION LIFE INSURANCE COMPANY

A. C. TUCKER, President

## MR. AGENT

Do you care for QUALITY?  
Age, Sound Experience, Low  
Cost, a Splendid Record for  
over 67 years?

Then why not take  
a General Agency for

## THE ST. LOUIS MUTUAL LIFE

Our Agents and Policy Holders  
Stick! Write:

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UNION NATIONAL  
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AGENTS WANTED for Florida  
Issues every desirable form of  
policy. Automatic reinsurance pro-  
vides for very large lines. Prompt  
efficient service.

Address: John C. Roberson,  
Vice-President and  
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First National Bank Building,  
St. Petersburg, Florida.

## YOU MIGHT

have sold that last Acci-  
dent and Health Prospect  
if you had read last month's

A & H REVIEW

## A Record of Progress

THE growth in recent years of The Guardian Life Insurance Company of America is indicative of the efficiency of the modern sales methods placed at the disposal of its field force. The figures tabulated below record the Company's advance in the past five years.

	1922	1926
New Business Paid For . . . . .	\$ 35,431,368	\$ 71,812,005
Business in Force on December 31st . . . . .	206,310,800	333,042,886

In making plans for further development of our field force consistent with our growth, we have openings for managers in several territories. This may be your opportunity, especially

if your training and experience has been such as to equip you for managerial responsibility. Write in full confidence, stating your age, history and qualifications for the position.

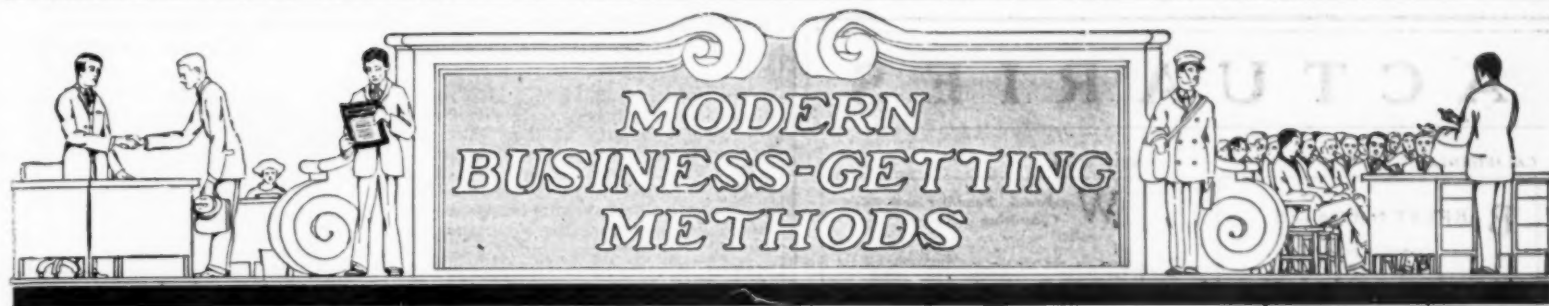
T. LOUIS HANSEN, Vice-President

THE GUARDIAN LIFE INSURANCE COMPANY OF AMERICA

Established 1860 Under the Laws of the State of New York

50 UNION SQUARE, NEW YORK





## U. C. Upjohn Tells About Some of the Methods He Has Used to Avoid Usual Objections Raised by the Prospect

**M**OST agents at some time or other run out of names of prospects whom they know and come face to face with the problem of getting in touch with other people who might be interested in buying life insurance if it were presented to them in the right way. U. C. Upjohn of Chicago, whose annual personal production has mounted into seven figures, is not worried about this particular problem.

### Had No Friends When He Started to Sell

"Even since I started life insurance work, I have been looking for the man who can successfully interview strangers," he said. "The fellow sitting next to you in the street car may be a better prospect than some man on your official prospect list. When I started to sell life insurance in Chicago more than 20 years ago, I had no friends in the city. Therefore, I started a campaign of acquaintance. I started out to interest strangers in a proposition which every stranger said he was not interested in. Now don't think I am going to tell you how to

sell strangers on the first interview. I never could do that. My first interview is usually brief.

### Learned His Lessons from Vaudeville Shows

"Most of my lessons have been learned from watching vaudeville shows. Sometimes when your manager tells you not to go to a show but out on the street, go against him and take in a vaudeville show. It is a great education, if you think about the men who are performing for you. It was a vaudeville show that helped me most in solving my problem of how to interview a stranger. After seeing a number of shows I finally realized that every performer has his own box of tricks. Every box is different but every performer has a box of some kind. I decided that if I was going to interest the public it was up to me to get a box of tricks to make strangers think I was a great life insurance man, which I knew I was not.

"Almost every agent capitalizes on the idea of change of age. I had to get something different. Therefore, I told

every stranger that there was nothing in this change-of-age stuff. I showed him that under a 10 payment life issued at age 30 he would deposit for a policy paid-up at age 60 less money than under a 20 payment life issued at age 40 and paid-up at the same age. Better than that, what I showed him was that he was buying protection for his family after he was gone, and that at that time the face value of the policy would be the same no matter at what age he took it. From the standpoint of his beneficiary I told him his age changed every day.

### Explains That Dividend Is Merely Refund

"Here was my second trick: I discovered that there were many laymen who could not understand why the second dividend was not twice as large as the first since two deposits had been made instead of only one. This gave me the chance to explain that a life insurance dividend is not a dividend at all, that life insurance is really sold at cost and not at a profit. This led up to the idea of trusteeship."

Mr. Upjohn insists that the agent must make the policyholder appreciate the policies he already has, no matter how small they may be. If he has a policy that will pay his beneficiary only \$50 a month for a short time he must be made to see how much better that \$50 a

month is than nothing at all. He must realize that every bit of life insurance has value.

### Most Sales Took Three Interviews

"Most of my sales took three interviews. In the second interview I often used the blank interview system. I have interviewed both Jones and Smith for the first time. I make out a proposition on paper to submit to Smith. Then I go to Jones and say, 'Jones, you know Smith. I understand he is a good friend of yours. I have prepared this proposition for him. I would like to know what you think of it.' Jones naturally voices his approval and I go to Smith and tell him what Jones said about it and sell Smith. Then I go back to Jones and tell him that Smith bought the proposition and sell Jones.

### Presents Proposition Before Asking About Insurance

"Income insurance is another method of taking advantage of what insurance a man already carries. I never ask a man how much insurance he carries. Most men are liars anyway. Very often I have found that when I asked a man who had \$10,000 how much insurance he had, he would tell me \$30,000. Then when I went back to sell him he

(CONTINUED ON NEXT PAGE)



### Other

#### Openings at:

St. Cloud, Minn.  
Duluth, Minn.  
St. Paul, Minn.  
Litchfield, Minn.

Superior, Wis.  
Appleton, Wis.  
Oshkosh, Wis.  
Kenosha, Wis.  
Janesville, Wis.  
Wausau, Wis.

We have three general agency openings in Minnesota as follows:

Agency for Traverse, Grant, Stevens, Bigstone, Swift, Pope and Douglas Counties.

Agency for Norman, Clay, Wilkin, Becker and Ottertail Counties.

Agency for Freeborn, Mower, Steele, Dodge and Olmsted Counties.

Our contract reads:

"Renewals once earned shall be nonforfeitable and vested in you or your estate." Are you offered this?

We have paid dividends to policyholders for seventeen consecutive years.

We have the opportunity for the right kind of man.

If interested, write to the undersigned. All correspondence strictly confidential.

**N. J. FREY, President**  
Madison, Wisconsin

## 1926 ANOTHER ONWARD MARCH YEAR

Total of new Life Insurance issued, increased and restored (paid-for) for 1926:

**\$158,331,102**

Last year was the eighth consecutive year in which this Company has shown a gain in new paid-for business over the preceding year.

Total of life insurance in force on December 31, 1926, was:  
**\$909,479,363**

## BANKERS LIFE COMPANY

GERARD S. NOLLEN, President

Established 1879

Des Moines, Iowa

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Premiums, Reserves, Surrender Values, etc. Calculated. Valuations and Examinations Made. Policies and all Life Insurance Forms Prepared. The Law of Insurance a Specialty.  
Colcord Bldg. OKLAHOMA CITY

### (CONT'D FROM PRECEDING PAGE)

wouldn't buy because he wouldn't write out an application on which he had to put down the amount of insurance he already had and prove himself a liar. I adopted the plan, therefore, of first presenting a proposition in terms of what it would do as income. When I finished the prospect would ask about the cost. Then I would ask him how much insurance he already had. If he had \$20,000 and my proposition called for \$30,000, it was then an easy matter to sell him the additional \$10,000."

### Study Old Age Pensions

The National Civic Federation, through its industrial welfare department, has been making an intensive study of old age pensions and will shortly submit its report to the member organizations. The matter of pensions for industrial workers has long engaged the attention of life company officials. Actuary Craig of the Metropolitan Life having prepared a paper upon the subject several years ago. While some Americans are not prepared to endorse the old age pension plan in operation in Germany before the World war, they yet feel that a practical scheme can be worked out for taking care of employees who after years of service become incapacitated through age or injury from continuing their former employment, and it is to the development of such a program, fair alike to employer and employee, that actuarial talent is now giving attention.

### Find North Dakota Conditions Good

"Crop conditions were never better in North Dakota and marked strides are being made toward diversification in farming," was the expression of P. W. Clemens, president of the Northern & Dakota Trust company, Fargo, N. D., who has returned from a three-day tour of inspection of North Dakota, in company with R. T. Riley, vice-president of the Great West Life of Winnipeg, and W. McQuaker, treasurer of the company, both of whom were Fargo visitors last week.

Speaking of the Canadian situation, Mr. Riley said: "Canada is making certain progress toward a better business condition. She has regained a lot of ground lost during and after the war, and the future holds a fine promise for the Dominion." He reported crop conditions in western Canada as good, notwithstanding the late seeding.

### Will Realize Fine Returns

It is understood the Public Savings of Indianapolis, which recently reinsured in the Western & Southern of Cincinnati, will pay its stockholders as much as \$38 per share, par \$5. This is somewhat more than was at first anticipated.

## MORE STEAM BEING PUT INTO THE ENTERPRISE

The Mississippi Valley Life of St. Louis has established its home office in the Title Guaranty building there and is now being admitted to Missouri. It was formerly the Kaskaskia Life of Shelbyville, Ill. J. D. De Buchananne and his brother are in charge at St. Louis, continuing in the same states as the old company. Secretary C. F. Stierwalt is still at Shelbyville cleaning up the details. More steam will be injected into the enterprise. In fact its business has already materially increased.

## MISSOURI STATE KEEPS UP ITS FINE INCREASE

The Missouri State Life is one of the larger western companies that is making a fine increase in new business this year, its ratio being about 45 percent. The company is putting on more steam with its present branch offices and general agents. Its accident department shows a very material increase. The company is aggressive and is showing splendid progress. It is getting away from farm loans and its new investments are largely in public utility and railroad bonds.

### Ayres Completes 35 Years

Francis O. Ayres, second vice-president of the Metropolitan Life, has completed 35 years of continuous service with his company. Mr. Ayres originally entered the service of the Metropolitan as a very young man after having served an apprenticeship at law, and took charge of the Metropolitan's claim division. He made a very outstanding reputation from the start and was later delegated to inaugurate a new department of the company known as the intermediate branch. Mr. Ayres built up this business to an enormous extent and later on consolidated the company's intermediate and ordinary departments and took entire charge. His work has taken him into every part of the United States and Canada.

Mr. Ayres was tendered a dinner by the company which was presided over by Vice-president Ecker, in the absence of President Fiske, at which all of his brother officers were present. The field force gave him, by way of testimonial, a production of life insurance for one week preceding his anniversary, amounting to more than \$87,000,000.

### Has Convention at Niagara Falls

The Farmers National Life of Chicago is entertaining 30 of its agents who qualified in the 100,000 Club in 1926 at Niagara Falls this week. Where an agent qualified for the 200,000 Club, both he and his wife were invited as guests. The party left Chicago July 11 and stopped one day in Detroit en route to the Falls. The remaining three days were spent at Niagara Falls, where a convention of short duration was held at the Clifton Hotel. Vice-presidents A. O. Hughes and W. R. Presnall accompanied the party on the trip.

### Operates Only in Cities

The Continental Life of St. Louis operates only in cities. It has no country agents. President E. P. Melson finds the city business is more desirable and more easily kept on the books.

### Presentation to Blackburn

The special committee appointed at the annual meeting of the American Life Convention in Detroit last year to arrange for a gift for Thomas W. Blackburn, retiring secretary and general counsel, has presented him with \$4,000 in Liberty bonds. A diamond circlet was given Mrs. Blackburn by the committee. These gifts represent contributions voluntarily made by the members for this special purpose.

## PROGRAM OF MEDICAL SECTION ANNOUNCED

E. B. Mountain, M. D., president of the medical section of the National Fraternal Congress, to be held at the Hotel Statler, Boston, Aug. 13, announces the following program:

"Cardio-Vascular Diseases," Dr. W. L. Straughan, Tribe of Ben-Hur.

"The Value of Medical Inspections," Dr. J. C. Hanchett, Maccabees.

"Gout in Relation to Life Insurance," Dr. W. H. Parker, Golden Seal Assurance.

"Effects of Syphilis on Life Expectancy," Dr. Theo. Freedman, A. O. U. W. of Arkansas.

"Selection of Women Risks with History of Diseased Pelvic Organs," Dr. C. M. Frye, Mystic Workers.

"Disability Features in Life Insurance," Dr. G. C. Winterson, Woodmen Circle.

"Risks from an Actuary's Standpoint," R. D. Taylor, president Fraternal Actuarial Association.

Dr. Mountain says that in addition there will be addresses by three medical directors who are recognized authorities in their particular spheres:

Dr. H. A. Baker, medical director of Kansas City Life, will tell how to rate insurance risks by the numerical method, using blackboard demonstration.

Dr. Harold M. Frost, medical director of the New England Mutual Life, who developed the cardio-respiratory test, will give a treatise on heart lesions with practical demonstration of the test.

Dr. F. B. Kingsbury, chemist in charge of the Metropolitan Life laboratories, who is a pioneer in developing the new technique used by insurance companies for determining albumin and sugar in the urine, will discuss and demonstrate the relative values of the tests.

### American National Changes

James C. Jones, vice-president of the American National of St. Louis, has purchased the stock in that company held by C. E. Salisbury, treasurer, and E. E. Salisbury, secretary. James P. Fox has been elected secretary and treasurer, while Frank X. Jones, a son of James C. Jones, has been made an active vice-president.

### Recruiting Brochure Issued

The Home Life of New York has just issued for prospective agents an attractive brochure prepared by James A. Fulton, superintendent of agents, entitled "Facing Your Future Squarely." The brochure opens with a foreword by Mr. Fulton, and then analyzes for the prospect first the growth of the life insurance business during the last 26 years, and then the growth of the Home Life during the same period.

In a few tersely written pages the prospect is told what life insurance does for the public and what it can do for him. The prospect is urged:

"Do not hesitate to ask for every bit of information you think will be helpful. Get all the facts. Sit down and think the whole problem through clearly, then act. Deliberate, but don't procrastinate. The life insurance business is no place for the wobbler. Lack of ability to make a decision after you have all the facts before you would be the clearest indication that you are not fitted for the business."

## WHAT'S AHEAD?

That question is in the mind of every ambitious man. It's in your mind.

If the answer does not satisfy, it will pay you to learn the advantages of a life underwriting contract with Fidelity.

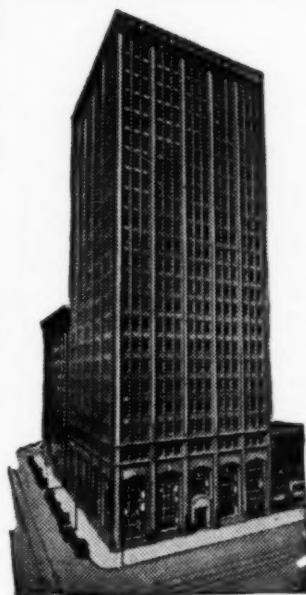
Fidelity originated the disability provision, the double benefit feature, and the "Income for Life" plan. It operates in forty states on a full level net premium basis with more than \$70,000,000 in assets and over \$343,000,000 insurance in force.

More than 36,000 direct leads a year from Head Office lead service

THE FIDELITY MUTUAL LIFE INSURANCE COMPANY

PHILADELPHIA  
Walter LeMar Talbot, President





HOME OFFICE  
F. & M. BANK BUILDING

## Builders

Our principal strong point is the will to give a service which will be appreciated by our own staff and respected by others.

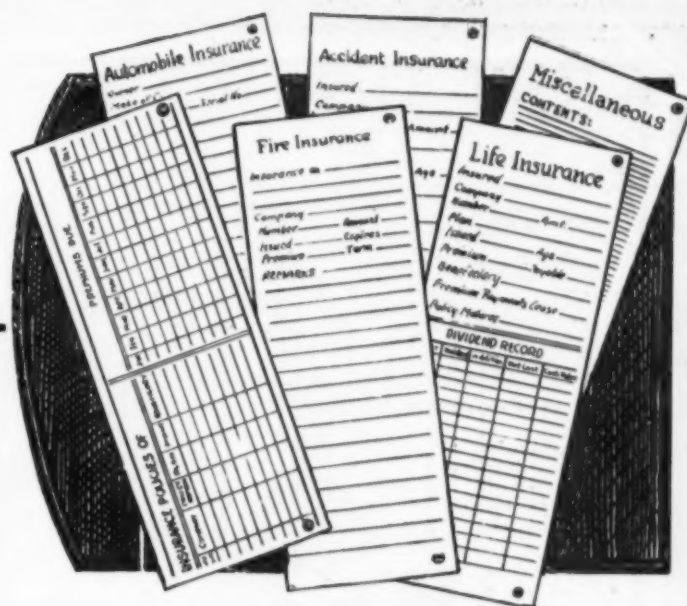
Operating in the States of Texas and Oklahoma, the Home Office is able to render a type of personal service to Agents that is unbeatable. Writing all modern policy forms, the Company offers choice territory to Agents of ability.

Our records show that policies have been issued on 99% of the applications within three days after reaching the home office.

## Southern Union Life OF FORT WORTH, TEXAS

J. L. Mistrot  
President

Tom Peynor  
Vice-President



## Builders of Business

If you have not used Kaufmann System Security Holders you have a pleasant surprise awaiting you. For Kaufmann wallets will help you build business just as it is building business for hundreds of others.

Until you have used it to deliver those extra policies you have not made use of the biggest dollar for dollar life insurance business builder on the market today.

The standard size is \$2.25 and the large size, \$3.25. Quantity rate gladly furnished on application. Other wallets from 65c to \$3.00.

For Sale by

The National Underwriter Co.  
1362 Insurance Exchange  
CHICAGO, ILL.

420 E. Fourth St., Cincinnati 80 Maiden Lane, Room 613, New York

## The Gem City Life Insurance Company of Dayton, Ohio

TAKES PRIDE IN THE PROGRESS SHOWN  
DURING THE PAST TEN YEARS.

	Assets	Insurance In Force
December 31, 1916.	\$182,695.00	\$2,037,804
December 31, 1917.	\$202,541.00	\$2,431,131
December 31, 1918.	\$243,793.00	\$2,576,086
December 31, 1919.	\$297,404.00	\$3,245,516
December 31, 1920.	\$371,547.61	\$3,922,631
December 31, 1921.	\$455,918.00	\$5,140,458
December 31, 1922.	\$663,517.08	\$7,063,414
December 31, 1923.	\$835,784.21	\$9,320,412
December 31, 1924.	\$965,486.28	\$14,412,640
December 31, 1925.	\$1,115,110.24	\$16,822,656
December 31, 1926.	\$1,306,072.34	\$20,084,488

The company is issuing all standard and some special forms of participating and non-participating legal reserve life and endowment insurance, and many forms of group insurance, as well as many attractive kinds of accident and health policies.

The Gem City Life is an ideal organization in which you will find all the good things you have been seeking in a company.

General Agency Openings in West Virginia, Georgia, Alabama, Louisiana, Ohio, Michigan and District of Columbia.

I. A. MORRISSETT, Vice-President

## THE HOME LIFE

### A Company of Opportunity

In a recent letter to the Agency Force, Ethelbert Ide Low, President of this Company, said:

"I am ambitious that this Company shall not only give to its policyholders the ultimate in life insurance service, but that it shall be a good Company to work for. I want it to offer to the men and women associated with it the widest scope for the exercise and development of their abilities and the opportunity to go just as far as those abilities and their ambition will carry them."

On Agency matters address:

James A. Fulton  
Supt. of Agents

HOME LIFE INSURANCE COMPANY

256 BROADWAY, NEW YORK CITY



## Like Putting a Good Security Into Your Strong Box

When you sell a Travelers Accident Policy, you benefit nearly as much as if you put a \$100, \$200, or \$500 security into your safe deposit box.

Statistics show that approximately 85 percent of new accident business renews the next year; that a large percentage of this business continues to renew year after year. If as high as 85 percent of the various investment enterprises that are launched each year paid dividends the first year, and continued to pay dividends for as long as well placed accident insurance will pay commissions, American investors would be spared the loss of hundreds of millions of dollars.

Commissions on accident renewals are the same as for the first year.

Thus, even if you sell a man only a policy costing only \$25.00 a year, your commissions will equal a liberal dividend on a \$100 share of stock for as long as the business can be renewed. Sell him a \$50 policy and it is as good as two shares! If you give this business the little attention that it requires, there is no reason why you should not continue to receive this return from it, until either death or old age renders your policyholder ineligible for accident protection.

Such "stock" can also pay big "stock dividends"! As your policyholder's salary increases, it is an easy matter to continue to increase his accident insurance and sell him other forms of Travelers Protection, until the one share that the original sale represented to you has automatically increased to many.

*Sell Travelers Accident Insurance—and the small investment of time and effort that it takes to place the policy will pay you a steady, and frequently increasing, income for many years!*

# THE TRAVELERS

THE TRAVELERS INSURANCE COMPANY

THE TRAVELERS INDEMNITY COMPANY

THE TRAVELERS FIRE INSURANCE COMPANY

LIFE

L. F. BUTLER, PRESIDENT

FIRE

ACCIDENT

Hartford,

Connecticut

WINDSTORM

LIABILITY, HEALTH, AUTOMOBILE, STEAM BOILER, COMPENSATION, GROUP, BURGLARY, PLATE GLASS, AIRCRAFT, MACHINERY, INLAND MARINE